

The NATIONAL UNDERWRITER

Life Insurance Edition

**Today,
there is a way to insure
your economic freedom**

**George Washington visits
an old friend in prison**

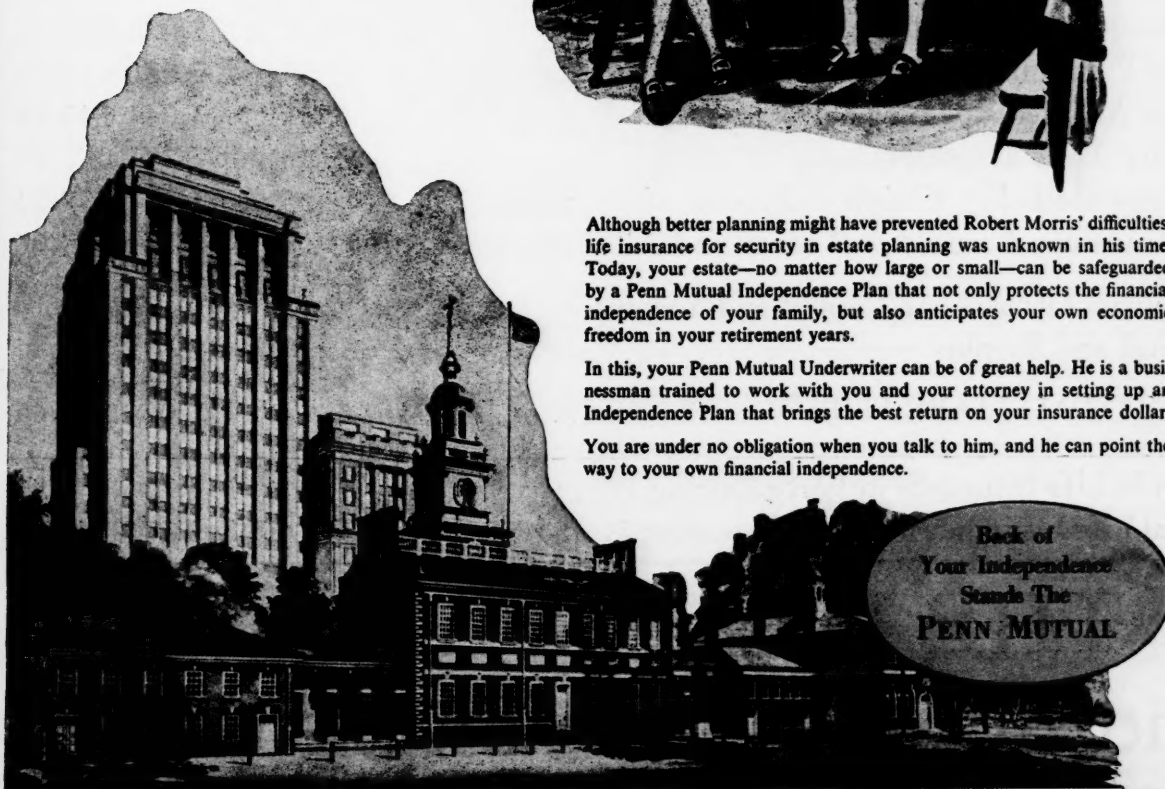
Robert Morris, great financier of the Revolution, must have found his stay in debtor's prison a humiliating experience, despite the comforts permitted by custom of the times. Washington's visit was late in 1798. The place, the old Walnut Street Gaol, now the site of The Penn Mutual's Home Office, across the street from Independence Hall.



Although better planning might have prevented Robert Morris' difficulties, life insurance for security in estate planning was unknown in his time. Today, your estate—no matter how large or small—can be safeguarded by a Penn Mutual Independence Plan that not only protects the financial independence of your family, but also anticipates your own economic freedom in your retirement years.

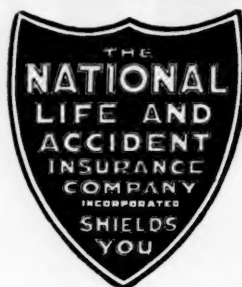
In this, your Penn Mutual Underwriter can be of great help. He is a businessman trained to work with you and your attorney in setting up an Independence Plan that brings the best return on your insurance dollar.

You are under no obligation when you talk to him, and he can point the way to your own financial independence.



THE PENN MUTUAL LIFE INSURANCE COMPANY • INDEPENDENCE SQUARE, PHILADELPHIA

FRIDAY, MARCH 20, 1953



FINANCIAL STATEMENT December 31, 1952

ASSETS

Bonds Owned	\$ 180,465,308.14
Real Estate Loans	194,072,688.28
Stocks Owned	12,062,432.03
Cash in Banks and Offices	6,739,101.60
Real Estate Owned	11,610,961.05
Net Unpaid and Deferred Premiums	8,755,119.00
Policy Loans	14,724,375.35
Collateral Loans	320,800.00
Interest Due and Accrued	2,270,123.20
TOTAL ASSETS	\$ 431,020,908.65

LIABILITIES

Legal Reserve, Life and Annuity Contracts	\$ 369,797,867.00
Reserve, Disability Policies	2,941,711.00
Investment and Mortality Contingency Fund	9,000,000.00
Gross Premiums and Interest Paid in Advance	2,070,438.56
Taxes Accrued But Not Due	3,041,140.90
Agents' Bond Deposits	743,060.49
Reserve for Policy Claims in Process of Payment	1,610,737.23
Commissions Accrued to Agents, and All Other Items	1,167,174.96
Liabilities Other Than Capital and Surplus	\$ 390,372,130.14
Capital and Surplus	40,648,778.51
TOTAL LIABILITIES	\$ 431,020,908.65

Gain in Life Insurance in Force During 1952	\$ 355,706,672.00
Total Life Insurance in Force December 31, 1952	3,247,479,350.00

THE NATIONAL LIFE and Accident Insurance Company

Nashville, Tenn.

Edwin W. Craig
Chairman of the Board

Eldon Stevenson, Jr.
President

The NATIONAL UNDERWRITER

The National Newspaper of Life Insurance

March 20, 1953

57th Year, No. 12

Agents-Only Forum to Be Feature of NALU Annual Meet

Management Delegates Will Be Excluded to Foster Uninhibited Discussion

NEW YORK—Announcement that an agents' forum will be a feature of the annual meeting of National Assn. of Life Underwriters at Cleveland Aug. 24-28 was made by President David B. Fluegelman, of N.A.L.U., at the annual sales congress of the New York City Life Underwriters Assn.

The forum will take place at 7:30 Tuesday evening Aug. 25. Unlike the meeting of the N.A.L.U. committee of agents, which will take place the following day, the agents' forum will be a closed meeting, limited to agents and N.A.L.U. staff members.

Mr. Fluegelman confined himself to the above brief announcement of the forum but further inquiry developed that it will take the place of the breakfast originally scheduled for Wednesday morning. The change will mean that more time will be available for the agents' deliberations than would be the case if they were limited to a post-breakfast session.

An activity of the agents' committee, the forum will be conducted by the committee's chairman, A. Jack Nussbaum, Massachusetts Mutual Life, Milwaukee. Purpose of the forum is to provide a place where the agents can get together and discuss their problems with the utmost frankness without any possible feeling of restraint they might have if representatives of home office or field management were on hand.

Coming before the meeting of the agents' committee, the forum will permit Chairman Nussbaum to bring up for discussion in the agents' committee matters discussed at the forum that it seems appropriate for the committee to act upon.

It is believed that this type of closed forum will provide the type of sounding-board for agents' viewpoints that has been sought by agents who have urged the formation of an agents' conference on the lines of the present General Agents & Managers Conference of N.A.L.U.

As he started his talk, Mr. Fluegelman was interrupted by Charles S. McAllister, New England Mutual, president of the New York City association, who presented a plaque and read a resolution paying tribute to Mr. Fluegelman. The resolution had been passed by the city association's board of directors and praised Mr. Fluegelman as exemplifying the finest in business and professional standards.

Discussing the work of N.A.L.U., Mr. Fluegelman mentioned the compromise bill to amend the expense limitation section of the New York law. He expressed the hope that next year "we can get off the books this antiquated section 213."

(CONTINUED ON PAGE 24)

Second MDRT Qualifying List Carries 424 Names

William T. Earls, Mutual Benefit Life, Cincinnati, chairman of the 1953 Million Dollar Round Table, announces the second official membership roll, representing 424 additions of those notified through Feb. 28 and supplementing the original list of 289 members covered through Jan. 24.

The list is comprised of 106 first time qualifiers, 37 life and qualifying, 135 life and qualifying repeating, 75 qualifying and 71 life.

Included are some of the outstanding greats in the life insurance business. John E. Clayton of Newark, past chairman and last year's leading producer for Massachusetts Mutual, qualified for the 23rd consecutive time, sharing at the present with Jacob W. Shoul, Mutual Life, Boston, the lead in number of years qualified.

The next largest number of years qualified, both with 18, are Robert C. Newman, New England Mutual, St. Louis, and A. J. Ostheimer, III, Northwestern Mutual, Philadelphia. Mr. Ostheimer, the leading producer of Northwestern Mutual, qualified with an excess of \$10 million in one company.

Wallace H. King, Lima, O., four times Mutual Benefit Life leader, qualified for his 17th time. Nathan S. Bienstock, Massachusetts Mutual, New York City, qualified for his 10th consecutive time. David Marks, Jr., general agent of New England Mutual, New York City, recorded one of his best years for his 11th consecutive qualification.

At Portland, Ore., Harold G. Horn, Business Men's Assurance, qualified for his 9th consecutive year and his brother, William Horn, also of Portland and the same company, qualified for the second time.

J. Renwick Montgomery of Phoenix Mutual, Philadelphia, qualified for his

13th time.

Mr. Earls predicts an all-time high in table membership, expecting qualifications to reach 1,200.

The annual meeting of M.D.R.T. will be held June 29-July 2 at the Greenbrier, White Sulphur Springs, W. Va.

Earls said that application forms for hotel reservations will not be available until April 1 and will be routinely sent to all officially notified of their membership.

Earls also stated that because of the tremendous surge of applications as well as the large number of mistakes in completion of NALU membership certification forms, notification of qualifiers is slow in reaching members at this time.

Members are urged not to slow down processing procedure by phone or letter to the Round Table office inquiring about the status of qualification.

Qualifying First Time

Ernest L. Adkins, Republic National, Mineola, Tex.; Jerome Adler, Connecticut Mutual, New York; Clarence A. Anderson, Phoenix Mutual, Chicago; Blaylock Atherton, New England Mutual, Nashua, N. H.; John A. Bellows, Jr., Northwestern Mutual, Tucson; Gail A. Blake, Standard L. & A., Duncan, Okla.; John K. Blitz, Connecticut General, Pittsburgh; Seymour Block, Mutual Benefit Life, New York; John F. Bond, Mutual Benefit Life, St. Johns, Mich.; Harold D. Brewster, New England Mutual, Providence, R. I.; Charles H. Brittan, Ohio National, Alliance, Nebr.; Chris V. Brush, Northwestern Mutual, Aurora, Ill.

Max S. Caldwell, Connecticut Mutual, Salt Lake City; Alexander B. Campbell, T. Eaton Life, Toronto; Henry M. Carlsen, Equitable Society, Des Moines; John Christopher, New York Life, Chicago; Roger J. Conant, Northwestern National, Houston; Michael P. D'Addabbo, Connecticut General, New Britain, Conn.; Charles F. Daly, Mutual Benefit Life, West Palm Beach, Fla.; Antoine Desmarais, Prudential Assurance, Montreal; William G. Doherty, New York Life, Boston; Jack Dunn, Northwestern Mutual, Phoenix; Herbert T. Etheridge, Jr., Southwestern Life, El Paso, Tex.; J. Edward Fein, New York Life, Chicago; James D. Flucker, National Life of Vermont, Atlanta; Morris Galnick, Great-West Life, Chicago; W. H. Gatling, Jefferson Standard, Norfolk, Va.; Paul Goodman, New York Life, Los Angeles.

(CONTINUED ON PAGE 18)

Must Instill Modern Management at Field Level, LIAMA Told

Stellar Program for Small Companies Rally at Chicago Draws 200

By WILLIAM H. FALTYSEK

The attitude that life insurance is here to stay—right where it is while the rest of the world goes by, unless agency management at the field level keeps abreast of modern methods—was the underlying motif at the L.I.A.M.A. small companies conference in Chicago this week.

More than 200 agency executives heard Spencer R. Keare, executive vice-president, Federal Life, small companies committee chairman, open the meeting Monday morning with the comment that "Each of us must find out what our objectives should be in all of the important areas of our job. We must know how much new business is par for our particular company, how much we should spend on new business, how much building we can afford to do, and all the other things that constitute our responsibilities."

Grant L. Hill, vice-president and director of agencies of Northwestern Mutual, president of L.I.A.M.A., was introduced by Charles J. Zimmerman, the association's managing director. T. A. Sick, president of Security Mutual Life of Nebraska and president of American Life Convention, wound up the morning session. His remarks are reported elsewhere in this issue.

Frank L. Whitbeck, Jr., vice-president and director of agencies, Union Life of Little Rock, was named small companies committee chairman to succeed Mr. Keare. New committee members are Lee Cannon, agency vice-president, Western Life; Ford Munnerlyn, vice-president and agency director, American General Life, and A. W. Tompkins, agency vice-president, State Farm Life.

Opening the afternoon session was Charles H. Heyl, agency vice-president of Bankers of Nebraska, who discussed the "Tools for the Agency Executive." He concentrated on financing of agents, operation cost control, quality of business, and personnel operation. Mr. Heyl stressed the importance of a planned system of record keeping for a sound policymaking basis.

A panel, "Developing New Managers", ended the afternoon session. H. E. Lumsden, assistant general manager, Northern of Canada, was chairman. Members were G. Frank Clement, vice-president in charge of agencies, Shenandoah Life; William D. Haller, executive vice-president and agency manager, United L. & A.; Francis L. Merritt, vice-president and director of agencies, Central Life of Iowa, and Clarence J. Skelton, vice-president and director of agencies, Republic National Life. Presiding at the afternoon session

(CONTINUED ON PAGE 23)

Late News Bulletins . . .

Boost Requirements for New Iowa Companies

The Iowa senate has passed and sent to the house a bill to increase the capital requirement for new Iowa stock life companies from \$200,000 to \$350,000 and surplus from \$100,000 to \$150,000. For mutual life companies it would increase the guaranty fund required from \$25,000 to \$100,000.

Extend Organization Time for Conn. Insurers

The Connecticut senate has passed bills to extend to 1955 the time for organization of Hartford Life and Travelers Life, and requiring examinations of the savings bank life fund every three years instead of two.

Mass. Mutual Makes New Group Appointments

Massachusetts Mutual has named three new district group managers, Herbert S. Woods at Boston, William P. Dallas at Philadelphia and Donald O. Nixon at Pittsburgh, and three district group representatives: Harold E. Osborne at Chicago, Furman B. Phelps at New York and Campbell Sullivan at Philadelphia. A new group office also has been established at Battle Creek, Mich., under Samuel W. Gibson, district group representative.

Cal-Western Advances E. W. Marshall in Texas

E. W. Marshall, group supervisor of north Texas for California-Western States Life, has been appointed regional group manager of Texas. Mr. Marshall, who will have headquarters at Dallas, has been in the business for eight years, four of those with the Cal-Western.

(Additional Late News on Page 24)

Eubank Plans to Urge Agent-Broker Unity Plan on NALU

NEW YORK—Gerald A. Eubank of the Eubank & Henderson agency of Prudential in New York City intends to offer and urge the adoption of "a constructive program encompassing all writers of life insurance" and promote harmony and unity between agents and brokers, when he appears at the mid-year meeting of the National Assn. of Life Underwriters board of trustees next month at the invitation of President David B. Fluegelman.

Mr. Eubank's announcement that he will offer this program at the mid-year meeting was part of a release which he issued as the latest development in the controversy that broke into print some weeks ago when Mr. Eubank took Mr. Fluegelman to task for some references that Mr. Fluegelman made in talks at the L.I.A.M.A. and Life Insurance Assn. of America annual meetings late last year in which he made what Mr. Eubank considered disparaging references to brokers.

Immediate basis for Mr. Eubank's release of this week was the portion of Mr. Fluegelman's New York City sales congress talk last week in which he undertook to clarify his L.I.A.M.A. and L.I.A. references to limit his criticisms of brokers who are not qualified to act as life insurance advisers.

Mr. Eubank's latest statement, quoting excerpts from various utterances by Mr. Fluegelman on the subject of brokers, from his L.I.A.M.A. talk last November to his New York City remarks last week, recognizes that Mr. Fluegelman has "modified his criticisms" but Mr. Eubank still wants to know, "Has he modified his real attitude?"

Saying that "it will take more than platform remarks to convince those who have been so vigorously criticized so recently," Mr. Eubank states that "what the brokers want to see is a specific program of encouraging them to join N.A.L.U." He believes the brokers would like to see an announcement of basic policy in this respect and "that it is time for Mr. Fluegelman to consider a program of specific actions designed to correct the disunity and ill-feeling which has long existed and has now been stirred up by these criticisms."

NO COMMENT: FLUEGELMAN

Mr. Fluegelman has been on a speaking tour this week but Mr. Eubank's statement was brought to his attention by telephone at St. Louis, where he addressed a luncheon meeting of St. Louis Life Underwriters Assn. through N.A.L.U. headquarters. Mr. Fluegelman issued a statement to the effect that in his talk before the New York City association sales congress he had stated his position and that of N.A.L.U. "very clearly," and that he had no further comment.

Aitchison Agency Manager

Peter R. Aitchison has been named manager at Myrtle Beach, S. C., for a new ordinary agency opened by Life of Virginia. Mr. Aitchison was with the L. C. Sprague agency of Provident Mutual at New York for 16 years.

He will also supervise operations of the company's ordinary agency in Florence, S. C. David R. Stokes, manager for many years at Florence, has been compelled by poor health to confine his activities to personal production.



Dan C. Williams, standing, presidential successor of John W. Carpenter, left, who became chairman of Southland Life, has been with the company since 1942. Ben H. Carpenter, right, who completes the new three-man executive team as executive vice-president as reported in THE NATIONAL UNDERWRITER last week, had been vice-president since 1950, and a member of the board since 1949. Mr. Williams was named to the board in 1944, and became vice-president in 1946. Last year he was appointed 1st vice-president.

Green Light for Federal Department of Health, Education and Welfare

The committee on government operations has reported favorably the Eisenhower plan to create a Department of Health, Education & Welfare. The House rules committee gave it the green light. As a result, the plan would become effective ten days after a bill approving it passes both houses and is signed by President.

A. & H. Managers at L. A. Hear Commissioner Maloney

Commissioner Maloney of California, speaking at a meeting of Los Angeles A. & H. Managers Club, had some encouraging words for life company training personnel. He said that last year of 5,632 agents taking the state's licensing examination for the first time, 75% passed.

Mr. Maloney frowned upon what he termed "the unsatisfactory situation in respect to the certificates of convenience." Last year, the California department issued 13,223 certificates but only 5,690 aspirants appeared for examination.

He said it is the intention of the department "to withdraw the certificate of convenience privilege from any insurer which appears to be contributing consistently to this unsatisfactory situation." Currently certificates are being issued to 141 life or life and disability insurers in the state.

Starts New Home Office

Independent L. & A. marked its 33rd anniversary by breaking ground for its new 17-story home office building at Jacksonville, Fla. The building will cost between \$3 and \$4 million, and completion is expected in about 18 months.

Chicago CLU's Plan Panel

A business insurance panel will be sponsored by Chicago C.L.U. chapter April 6. Participants, all members of the Million Dollar Round Table, will be Dan Kaufman, Northwestern Mutual; Eugene Rappaport, Pacific Mutual; Harry R. Schultz, Mutual Life, and Carl P. Spahn, Equitable Life of Iowa.

Disability Benefits Legislation Making Little Headway

Disability benefits legislation has been introduced so far this year in 10 states, but with the exception of Connecticut there appear to be no serious possibilities of passage for the time being.

The Indiana legislature has adjourned without passing a disability benefits bill, as has West Virginia. In fact, there was no bill introduced in West Virginia although there was an interim commission studying the subject for two years.

There are 12 bills in committee in Massachusetts, but they have not had a hearing. In Connecticut, there will be a hearing March 24 on all disability bills, and the most serious threat here is the all-private plan that is sponsored by the governor upon the recommendation of a special study committee. The bill has the opposition of the insurance people, the local chambers of commerce and a number of business men who would be subject to a tax.

The disability legislation in Pennsylvania is at a standstill, and in Michigan and Illinois there has been no action on the measures that have been tossed in the hopper.

A bill was introduced in Nevada and a hearing was held on it, but since then nothing has taken place and the legislature is scheduled to adjourn March 22.

There is a bill in the Arizona legislature, but it is still resting in committee. A hearing was conducted by a house subcommittee March 18 in Minnesota on a Rhode Island type proposal.

Action on bills before the Congress is expected to be withheld until the Curtis committee of the house completes its study of social security, and even after that the chance for passage of such measures as the Flanders-Ives proposal is not considered good.

Aetna Life Has Father-Son Cleveland General Agency

The Cleveland general agency of Aetna Life is now a father and son partnership. George B. Chapman, Jr., 35, Aetna's leading salesman last year, has been appointed general agent and admitted to partnership with his father, G. B. Chapman, 67. The senior Mr. Chapman has represented Aetna there since 1904.

Tex. Insurers Hike Capital

Several Texas life insurers have effected increases in capital stock.

Amicable Life increased capital stock from \$1,230,000 to \$1,640,000 by declaring a 33 1/3% stock dividend to be issued to stock of record March 10. Par value of both old and new stock is \$10 per share.

In addition, Southern States Life of Beaumont declared a 10% stock dividend, and Western General of Houston increased capital to \$100,000. Two Fort Worth companies have substantially increased their capital, Service Life going to \$250,000 and Western Fidelity to \$100,000.

Curtis SS Parley Speaker

Luncheon speaker at the U. S. Chamber of Commerce social security conference at Chicago March 27 will be Rep. Carl Curtis, Nebraska, member of the House ways and means committee's social security subcommittee. Rep. Tom Curtis, Missouri, also a member of the same subcommittee, has been invited to attend.

February Life Sales Show 20% Increase, Ordinary Up 17%

Life insurance sales in the U. S. in February showed an increase of 20% over the corresponding month of last year, according to L.I.A.M.A. The February total was \$2,617,000,000, compared with \$2,179,000,000.

Purchases of ordinary life in February were \$1,713,000,000, up 17%. Industrial life sales totaled to \$513 million, an increase of 13% and new group life amounted to \$391 million, an increase of 64%. This represents new groups set up and does not include additions under contracts already in force.

In the first two months of the year total life sales were \$4,967,000,000, an increase of 18% over the first two months of 1952. Ordinary accounted for \$3,389,000,000, an increase of 15%. Industrial represented \$945 million, up 13%, while new group amounted to \$633,000,000, a rise of 50%.

Marks 50th Jubilee

Robert E. Sweeney, president of State Life of Indianapolis since 1932, has completed 50 years with the company.

A floral bounty from home office employees, agents, and friends marked the occasion at the home office, while producers operating in 21 states were winding up their Golden Anniversary production campaign.

When Mr. Sweeney went with the agency department as secretary in 1903, assets of the nine year old company were \$3 million. Current assets



ROBERT E. SWEENEY

total more than \$8 million, and the company has \$220 million insurance in force.

Recognized early as presidential timber, Mr. Sweeney gradually became agency manager, vice-president and director.

Long active in life insurance affairs, he is a past president of Assn. of Indiana Legal Reserve Companies, and he served for eight years on the executive committee of American Life Convention.

Mr. Sweeney is a native Hoosier, and a graduate of Cornell University.

• Perry O. Moore, central agencies superintendent for Bankers Life, will discuss "Getting To Sales" at a dinner meeting March 27 of Life Managers & General Agents Assn. of Milwaukee.

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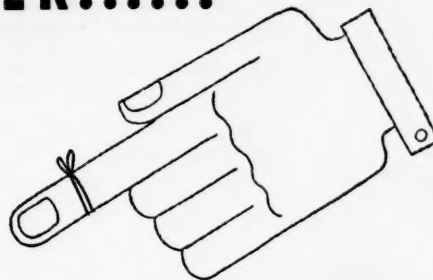
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Help your client to Protection -

REMEMBER.....



**THE TRAVELERS
WRITES ALL FORMS
OF LIFE INSURANCE**



**MORE THAN
\$12,000,000,000
IN FORCE.**

**THE TRAVELERS INSURANCE COMPANY
HARTFORD CONNECTICUT**



Asking Older Agent for Help Is Potent Motivating Force

What can be done to motivate the older agent that has not already been tried? A. H. Moffat answered his own question in a talk before the L.I.A.M.A. small companies conference in Chicago by saying that one way is periodically to take the older agent into the general agent's confidence and seek his advice on agency problems.

Mr. Moffat said that it is essential to refresh the agent's and general agent's memory as to the basic reasons why they are agents. What does the good agent possess? He possesses character, ability, righteousness, enthusiasm, experience, and a desire for retirement.

Mr. Moffat emphasized that the lifeblood of a successful agency is definitely those men who are presently under contract and have been for two or more years, and who are operating on a sound, though not necessarily spectacular, production basis.

Therefore, Mr. Moffat said, a reconsideration of the older agent and what the general agent has been doing recently to assist him would be beneficial to the agent and the agency. He said that the general agent should ask himself if he has been assisting the older agent in building production and character.

Praise the older agent's abilities, the speaker advised. He wasn't hired because he lacked ability, but if the general agent hasn't praised him occasionally, he may gradually become less productive. Mr. Moffat said that a little praise will soon bring results.

Whenever the agent does something out of the ordinary, which benefits the agency and the company, it should be recognized. The older agent's enthusiasm can be stimulated by asking his advice and assistance with some plan.

His experience can be a valuable addition to the agency when it comes to planning and programming. The general agent should tap this well of information and assistance. Finally, Mr. Moffat said, retirement programs for the agent should not be forgotten by either the agent or the general agent.

Sick Foresees Ample Market for Individual Policies

T. A. Sick, president of Security Mutual of Nebraska, predicted at the L.I.A.M.A. small companies meeting at Chicago that there will always be a Mr. Average Buyer to which the agent will be able to sell insurance. In addition, with continuing high taxes, although perhaps at a somewhat lower level, there will be a real need for the agent who can discuss estate planning, estate taxes, insurance trusts and needs of wealthy prospects.

Mr. Sick outlined his conception of the needs of the average buyer. He said that the bulk of mass coverage today consists of group term insurance. He said that no one would argue that this type of coverage can replace or compare with the ordinary policy which the average buyer purchases. In addition, there is a tremendous juvenile market. Finally, he said that there will always be a need for package selling.

The real backbone of the economy of the United States is the small business man. Mr. Sick said that if companies of the size of Security Mutual care to operate in the field of mass coverage, these companies could well serve the small business man. Because small business men will cover their employees only modestly, the employees become good prospects for additional ordinary insurance.

Building for the future rests with the agency officers and field men. The company must be provided with well-trained, resourceful field men who are capable of dealing with the multitude of problems and situations which arise daily, he said.

Security Mutual has developed an agency committee which meets regularly to study agency problems and to offer the agency officer assistance in solving them. It is composed of the vice-president and actuary, vice-president and secretary, and president, with the agency vice-president serving as chairman.

Mr. Sick said the company is attempting to build from within. General agents are recruited from company ranks. During the past 10 years, he said, the company has not lost a single general agent so recruited. When an agent is selected for a general agency or supervisor's position, the general agent is compensated for the loss of the selected agent.

Training is an important factor in the program. Nearly every general agent has attended L.I.A.M.A. schools. Selected agents are sent to advanced schools at Purdue, Southern Methodist and Kansas University. Many agents are enrolled in L.U.T.C. courses. Home office training schools are conducted for new men.

The company uses direct mail rather extensively, and it gives advertising allowances to agents and general agents.

A weekly progress report on new agents is filed by the general agent. The general agents find the report helpful and Mr. Sick said that they are most cooperative in completing them. The report also assists the home office in following the supervisory and training program for the new agent.

Mr. Sick said small companies have the advantage of flexibility of operation, a good competitive position because they can offer services at a reasonable cost, pay higher commissions,

offer retirement plans, group insurance and service renewal commissions, and finance the new men. He said that small companies offer unlimited opportunities for growth to young men entering the business.

Huppeler to Become a N. E. Mutual V.-P.

Lambert M. Huppeler is leaving his post as general agent of New England



L. M. Huppeler

Mutual Life at New York City to become a vice-president of the company. He will work with Vice-president George Hunt and his staff on agency affairs, starting in early fall.

Mr. Huppeler graduated from the University of North Dakota in 1932, joining Equitable Society that year, serving first as agent at Syracuse and afterwards as district manager. In 1935 he was made agency supervisor at New York City for Connecticut Mutual and two years later was named associate agency manager at Binghamton, N. Y., for National Life of Vermont. He joined the home office staff of the Massachusetts Mutual as agency assistant in 1938 and was appointed assistant director of agencies in 1941 and superintendent of agencies in 1947.

He went with New England Mutual in 1948 as manager of the former New York Dawson agency and was appointed general agent in 1949. Under his management the agency has established several all-time sales records within the company, its total of \$22,229,315 of paid new business in 1952 being the largest amount ever sold by any agency of the company in one year.

No announcement has been made concerning Mr. Huppeler's successor at New York.

Bankers L. & C. Names Johnson as Ad Chief

Bankers Life & Casualty has appointed Merrold S. Johnson as director of all television, radio, newspaper and magazine advertising. Mr. Johnson was formerly advertising director of Hotpoint, Inc., and prior to that advertising director of Arnold, Schwinn & Co., manufacturers of bicycles.

Porter Agency Wins Trophy

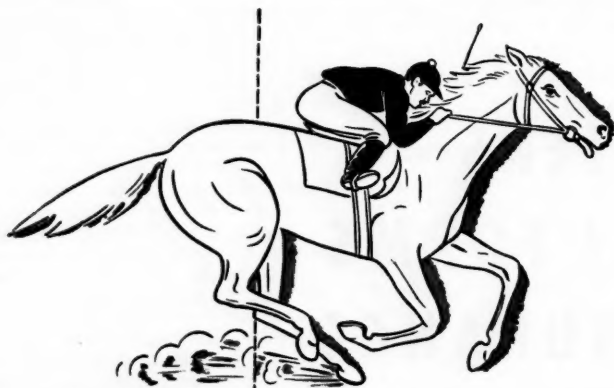
The Roscoe M. Porter agency of Massachusetts Protective and Paul Revere Life at Richmond was awarded the agency achievement trophy for 1952 at a Memphis regional meeting of general agents. Others were held at Cleveland and Kansas City.

Discussion leaders at these included William F. Crouse, general agent at Akron; President Frank L. Harrington and other members of the home office staff.

Reserve Life Raises Three

Reserve Life of Dallas has elected Robert E. Long vice-president in charge of mortgage investments; Henry P. Kologe treasurer and John L. Marakas, actuary, an assistant vice-president.

Mr. Long has been with the company for five years and active in the mortgage field for 25 years. Mr. Kologe will continue to manage the accounting department, which he has headed since joining Reserve Life early in 1952. Mr. Marakas also joined the company in 1952. He is a member of Actuaries Club of the Southwest and a graduate of University of Michigan in actuarial mathematics.



We're betting on a sure thing!

It may not be sporting, but betting on a sure thing makes you money.

The agency department of American United Life figures it like this: when you set up the principle that only quality business is profitable (to policyholder, agent, and company alike), encourage practical sales ideas from the field and turn them into usable sales tools, and add the practical guidance of brass that came up the hard way—you have the makings of a sure bet.

If you hold that nothing is sure in life except death and taxes, then let's put it another way: Being big enough to think big and small enough to keep our feet on the ground is paying the dividends of satisfaction, harmony, and accomplishment.



AMERICAN UNITED LIFE INSURANCE COMPANY

HOME OFFICE, FALL CREEK PARKWAY AT MERIDIAN ST.

INDIANAPOLIS, INDIANA

RAINS WALLACE STUDY

Says Close Attention Needed to Make Agent Financing Pay Off

A warning that companies must do more to protect their interest in financing new agents was given at L.I.A.-M.A.'s small companies spring conference by Dr. S. Rains Wallace, Jr., director of research for L.I.A.M.A.

His talk was based on a preliminary analysis of the four contract years' record of men recruited in 1947, the three year record of 1948 recruits, the two year record of 1949 men and the one year record of the 1950 recruit class.

Dr. Wallace pointed out that the trend toward some kind of financing has been definite. Of the 1947 recruits, 59% were financed as compared with more than 70% in 1949 and 1950.

He contended that such a trend could not be justified entirely on the basis that it is necessary because of the competitive recruiting situation in a tight labor market. Companies should also make sure the results obtained from financed men are definitely superior to those from the non-financed recruits.

L.I.A.M.A. examined the termination rate of financed and non-financed men who survived beyond the first year and also examined the record of the terminators. It was found that one out of every four financed terminators produced \$160,500 for his company in the year before termination, compared to only one out of eight of the non-financed terminators.

"What made our promising financed men throw up the sponge just as they are looking like good bets to come through?" Dr. Wallace asked. "Or should we ask, who makes them do it?"

As a partial answer, the speaker pointed out that of the 522 financed men in the 1947 recruit class who entered the third contract quarter, there were 203 who failed to produce as much as \$20,500 in the second quarter. Three and one-half years later, only four of these 203 were still under contract and had produced as much for their companies as \$160,500 in the fourth year. The total production of these 203 men for the three and a half years was only \$13 million.

Dr. Wallace pointed out that the 319 men in the 1947 group who did produce as much as \$20,500 in the second quarter were represented by 55 "successful" agents and had a total 3½ year production of \$113 million.

He contended that the early elimination of the 203 early failures would not only have saved many financing dollars for which the return was pitifully small but should also result in more training and supervisory time to use in protecting the investment in the 319 more promising men.

Mr. Martel has been with the bureau for about six months following his graduation as a master of science in public health from University of Massachusetts. He is a navy veteran. Miss Nosworthy has been on the staff since 1948, and before that was with Prudential and Travelers.

•Life of Virginia has increased from 50 to 55 cents the quarterly dividend payable March 5 to stock of record Feb. 20. The management advises the increase, if continued, will be in lieu of the 20-cent dividend heretofore paid at the year end.

Expect Farmers, L. A., Offer for New World Stock to Be Accepted

Apparently the way has been paved for purchase of New World Life stock by Farmers Insurance group of Los Angeles. A complete release has been given to some 35,000 shares of New World stock deposited with Old National Bank of Spokane in accordance with the \$31 per share offer that had been made by Charles A. Sammons, president of Reserve Life of Texas.

Arrangements have been made for these stockholders to transfer their stock to Seattle-First National Bank to take advantage of the \$34 offer made by Farmers.

While a majority of the 113,000 New World Life shares were not deposited with the Seattle bank the first of this week, according to President Roy L. McGinnis of New World it appeared a certainty that the required number of shareholders would accept the offer. Farmers stipulated that 60,000 shares must be deposited by March 31. The home office would remain at Seattle.



CARL KLOPPENBURG, JR.

Second generation Franklinites, Carl Kloppenburg, Jr., walks ably in the footsteps of his father who represented our company in Springfield for 37 years until his untimely death in March, 1946.

Returning from military service, and taking up where his father had left off, without any experience, he has been an eager student with a mind like a sponge. Encountering a new situation he promptly solicits advice—and puts it to use. "I tried that—it works" is a frequent report from Carl.

Franklin Millionaire, Quality Award Winner, and Agency Club Officer, here is the record of his constantly increasing earnings:

1946	. . .	\$ 3,063.64
1947	. . .	3,417.13
1948	. . .	5,813.78
1949	. . .	7,544.57
1950	. . .	11,686.14
1951	. . .	9,318.21
1952	. . .	11,835.83

Our "Exclusives" have made me successful

Mr. Francis J. O'Brien, Vice President
The Franklin Life Insurance Company
Springfield, Illinois

Dear O'B:

Seven years ago I signed my Franklin contract at age 23 on discharge from the Air Force. I had no previous business experience whatsoever, having been a college student before my military service. I was told that the sure way to succeed and make money was to study the wonderful sales material on our Exclusive Contracts and present them to the public.

I soon learned how receptive people were to my story. It was something new . . . instead of the usual plans they had heard for years. Once my prospects hear what these programs will do for them and their families they no longer want the "old fashioned" policies.

What a tremendous advantage we at the Franklin enjoy over our competitors! We have everything they have to offer PLUS. I might add, that if it were not for our exclusive contracts, I would not be in the life insurance business, as they have been responsible for my gratifying earnings these past seven years.

Another advantage for which I am thankful is the wonderful Home Office cooperation. Ours is truly an agent's company.

I am very grateful for being associated with our great company and for my gratifying earnings . . . I am sure 1953 will be even better.

Carl Kloppenburg, Jr.

Three A. & H. Bureau Staff Members are Promoted

John F. McAlevey has been promoted to counsel of Bureau of A. & H. Underwriters, and George E. Martel has been named research analyst. Natalie Nosworthy becomes office manager.

Mr. McAlevey joined the bureau in 1951 as attorney, having previously been with Root, Ballantine, Harlan, Bushby & Palmer. He was in the air force during the war.



The Friendly FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT SPRINGFIELD, ILLINOIS
DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America
Over a Billion Three Hundred Million Dollars of Insurance in Force

Sales Ideas That Work

N. Y. CITY SALES CONGRESS

Deflation Ahead, Now Is Time to Buy Life Insurance with Cheap Dollars: Fluegelman

NEW YORK—Indications of a deflationary period starting within the next year or so make this a particularly appropriate time to stress the soundness of buying life insurance with cheap dollars, David B. Fluegelman, agent of the Krueger & Davidson agency of Northwestern Mutual Life and president of the National Assn. of Life Underwriters, told the annual sales congress of the New York city association in the salesmanship portion of his address.

As evidence of what may be ahead, Mr. Fluegelman noted the trend away from the fixed commitments of pension trusts and toward profit-sharing trusts, the decline in price levels as indicated in the latest Sears Roebuck catalogue and Metro-Goldwyn-Mayer's cutting

salaries of all those receiving \$1,000 a week or more.

Quoting a New York Sales Executive Club bulletin to the effect that selling is the problem of finding needers, and turning them into wanters and then buyers, Mr. Fluegelman said this pretty well sums up the problem of prospecting for life insurance. He warned against letting too long an interval elapse between sales, saying that mental attitude "is pretty near synonymous with how recently you closed your last sale." This means that the agent should stress number of lives in his selling.

Mr. Fluegelman said that in his own case he felt the secret to improved performance was in his higher ratio of sales to number of interviews. He said he works less hard than he used

to because he has fewer unsuccessful interviews, and it is the batting average that counts.

A. Gordon Nairn, director of agencies for Prudential in Canada, stressed the importance of the life insurance agent doing a good job on his own insurance program if he is to be a convincing salesman and a real life insurance man. He mentioned an agent, without identifying him, who died with virtually no life insurance coverage, although he had been insurable.

Mr. Nairn's young son, Dave, knew of the situation and asked what kind of a life insurance man the recently deceased agent had been.

"What do you think?" Mr. Nairn countered.

"I guess he was lousy," Dave answered after a little thought.

Said Mr. Nairn to his audience, "I can't think of a better word to describe such an agent. He'd attended his company's conventions and knew all the reasons for buying life insurance but he hadn't done it."

Mr. Nairn discussed various qualifications that a successful agent must have but said they all amount to nothing if he doesn't get out and "see the people." He admitted this might seem like an oversimplification "but not when you think how many people have failed because of not going out and seeing the people."

W. Walter Smith, Metropolitan Life agent at Rutherfordton, N. C., said that inspiration, information and determination are needed by every agent if he is to be a successful life insurance salesman.

He included the kind of service the agent offers his prospects, the business he sells and the business he represents as parts of the inspiration the agent needs. Inspiration also means putting management at the top and recognizing that it is trained to help the agent successfully handle his debit. Since people are beginning to recognize the standards of the agent and are beginning to look up to the agent, it is necessary for the agent to have the proper inspiration in order to deserve this respect.

Under information come all the training programs and educational courses offered the agent. He must take advantage of these and he must be ready and willing to learn. He said every agent should organize his knowledge into a plan of action.

John O. Todd, Northwestern Mutual, Chicago, said there is one area where key-man insurance is noted for its scarcity. That's the sale of key-man insurance on a large scale to large corporations.

Several arguments are advanced against the purchase of key-man insurance by large corporations. Among these are: since only men can replace men, it is better to insure through training of replacements; it is expensive; the company can make 10-20% on the premium money if it is invested; the company is able to survive the death of one or two executives; the executives are too busy to obtain the necessary facts to understand the value of key-man insurance.

Mr. Todd said the potential cost of not having key-man policies is the difference between the potential proceeds which would have been received and the premiums which would have been paid for the policy. If a company purchases a \$150,000 policy when the executive is 50, and the executive dies when he is 70, the company gains \$50,000. That gain represents the difference between the premiums paid and the proceeds. If the taxable income equivalent of the proceeds is consid-

ered in addition to the proceeds, the figure is doubled.

Mr. Todd said that it is a truism that no amount of money in the company's treasury will save it from poor management. And premature death of an executive usually means that the replacement has not been sufficiently trained to prepare him for full assumption of the new duties and responsibilities.

Key-man insurance insures against catastrophic losses. Mr. Todd told of one company which lost three top men in an airplane accident.

Since insurance payments have a 2-3% net rate, eventually insurance against such a catastrophe leads to a profitable position, even if the catastrophe doesn't occur. Figures for fourth year for one large corporation also show how it is profitable. Premiums for the year were more than \$78,000. The company received more than \$44,000 in claims. Premiums paid on policies on which claims were made totaled about \$10,000.

Mr. Todd said that it is the job of the agent to educate the company executives and to prepare himself so that he will be able to answer the objections that will be raised.

Elmer Wheeler, author, speaker and columnist, spoke on "Selling the Sizzle." His rules for selling the sizzle are: Don't sell steak, sell the sizzle of cooking steak; sell the tang in the cheese and the accuracy of the watch, not the myriad of details about the cheese or the watch; sell yourself; say it with flowers; don't ask the customer if he wants something, ask the customer which product he wants.

Mr. Wheeler emphasized that the salesman must find an outstanding trait he possesses which appeals to others and use that sizzle to sell himself. The salesman must be interested in the other fellow and should listen first and talk second. The salesman must telegraph, not write; he must recognize that the first 10 words are the most important and therefore make those 10 words work for him.

Saying it with flowers means that the agent should use showmanship to support his words. His actions and gestures should be carefully prepared to support his sales statements and to add to the effect he is having on the customer.

A well-trained voice, capable of many ranges, should be in the salesman's armamentarium. He should be able to talk high and low, fast and slow; he should have an interesting and pleasing voice.

Moderator for the sales congress was Charles J. Zimmerman, managing director of L.I.A.M.A., who started in the life insurance business as executive manager of the New York City association.

Occidental Life Leader

Carl W. Burrows of the Taylor general agency for Occidental Life of California at Waterloo, Ont., led all company agents in paid production for the second consecutive year. Mr. Burrows' 1952 production, totaling \$2,534,472, also marked the sixth year he has led the company since 1944.

Kansans to Meet May 8-9

The annual sales congress and business meeting of Kansas Assn. of Life Underwriters will be held at Hutchinson May 8-9. A highlight of the meetings will be presentation of the 1953 membership award to the association showing the greatest increase in roster.

Kansas agents have been invited to attend the annual sales congress of Kansas City, Mo., association April 11.

the

86th

ANNUAL

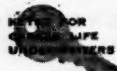
REPORT



on operations during 1952 records the largest annual production in Company history, a paid total of \$124,081,433. Insurance in force was increased to \$1,232,061,175. Assets rose to \$477,983,266, and surplus, including capital stock, increased to \$20,698,567.

EQUITABLE LIFE INSURANCE COMPANY

of IOWA



FOUNDED
IN 1867 IN
DES MOINES

Persistency Result of Many Small Items, Says Cannon

Lee Cannon, agency vice-president of Western Life, told the L.I.A.M.A. small companies spring conference in Chicago that persistency can be improved through a continuous rather than sporadic quality business training program. He said that the first job seems to be to sell the field force and to keep it sold on the value of persistent business.

Mr. Cannon said Western Life has no magic formula to credit for its persistency record. Instead it is the result of many different things. L.I.A.M.A. booklets and studies and persistency rating charts have assisted the company's program. In addition, the company constantly stresses to its agents the importance of persistency.

When Mr. Cannon joined Western Life in 1932 the company had \$42 million in force and was losing business at the rate of \$6 million a year. Last year it had more than \$38 million paid for, and gained \$23 million in force, which brought total in force to \$238 million.

He said the company has 26 different approaches to the problem of keeping the agent aware of the persistency aspect of selling life insurance. Persistency is discussed at biennial regional meetings, and at the annual conventions. Superintendents touch upon it at quarterly meetings and the agency vice-president mentions it in his quarterly letter to the production club.

Newspaper Advertising Vital to Life Insurers

Effective merchandising plus a better understanding of the problems of the business can multiply by five times the allotment that life insurance companies will make for newspaper advertising over the next five years, Donald F. Barnes, director of promotion and advertising of Institute of Life Insurance, told the New York chapter of American Assn. of Newspaper Representatives. He offered suggestions on how the newspapers and their representatives can aid the advertising programs of life insurance companies and their agents through stepped-up merchandising.

Cautioning that the legal restrictions binding life insurance expenditures must always be kept in mind, he suggested that a realistic assessment of the aims and problems of life insurance could make the increased money available through economies in marketing, without disturbing the amounts spent in other media.

"The life insurance agent is actually employed only when he is in front of a prospect," Mr. Barnes said, "and any idea, including effective advertising, which can keep him more fully employed is an idea that no alert life insurance company can overlook."

Mr. Barnes gave eight good reasons why life companies could use newspaper advertising to advantage:

1. It opens the doors of a specific community to a company and its agents in a forceful way.
2. It gets product recognition and individual recognition down to a local basis.
3. It can be used as a basic recruiting tool for manpower—and recruiting is one of the major problems of life insurance today.
4. It can implant important ideas in the public mind—ideas that are now misunderstood or only incompletely understood.
5. It can build local public relations

for a company and an agency—and there never was a time when these were not vitally needed.

6. It can help the company and the agency perform a community service. Because agents are almost public servants these days, spotlighting the tremendous part they play in the community is a job that needs doing.

7. It enables an agent to compete with other industries that sell things that come in "big packages"—and to do it right in the community.

8. While least important, it is a factor: Newspaper advertising stimulates direct inquiries.



S. Rains Wallace, Jr., director of research of L.I.A.M.A., at the small companies meeting in Chicago; Sam E. Miles, vice-president Provident L. & A., and T. A. Sick, president Security Mutual, Nebraska, president of A.L.C.



107th Annual Report

STATE MUTUAL Highlights of 1952

NEW INSURANCE WRITTEN

Individual Life	\$132,665,265
Group Life	66,113,475
Group Casualty Premiums	2,624,961

INSURANCE IN FORCE DECEMBER 31, 1952

Individual Life	\$1,232,128,267
Group Life	307,654,678
Group Casualty Premiums	5,480,306

GAINS IN INSURANCE IN FORCE

Individual Life	6.85%
Group Life	29.10%
Group Casualty Premiums	45.29%

TOTAL ASSETS

1951	\$411,490,620
1952	444,394,850

NET INTEREST EARNED

1951	3.35%
1952	3.40%

(Before Federal Income Tax)

TOTAL PREMIUM INCOME

1951	\$ 44,726,738
1952	50,167,662

INCREASE IN POLICYHOLDERS' RESERVES

.	\$ 21,668,544
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AMOUNTS PAID TO POLICYHOLDERS AND BENEFICIARIES

1951	\$ 24,599,519
1952	29,377,810
Since organization	583,113,827

★ Balance Sheet as of December 31, 1952 ★

ASSETS		LIABILITIES	
Cash on hand and on Deposit in Banks	\$ 5,448,479	Reserves to meet future contract obligations	\$337,920,221
United States Government Bonds	66,998,830	Dividend accumulations and policy proceeds payable in installments	64,325,128
All other bonds	141,249,084	Premiums paid in advance	5,949,687
Stocks	9,294,975	Policy claims in process of settlement and estimate of claims not yet reported	2,287,268
Mortgages on Real Estate	186,594,163	Policyholders' dividends declared but not yet payable	6,234,469
Real Estate including Home Office	7,130,726	Deposits by mortgagors to pay future taxes	402,641
Loans on Policies	15,996,427	Taxes and Expenses accrued	2,036,100
Interest and Rents Accrued and Due	2,896,109	All other liabilities	1,453,089
Net Uncollected and Deferred Premiums	8,343,912	Reserve for future changes in market value of investments	4,707,908
Miscellaneous	442,145	Surplus (Reserve for Contingencies)	19,078,339
Total	\$444,394,850	Total	\$444,394,850

STATE MUTUAL LIFE
Assurance Company
OF WORCESTER, MASSACHUSETTS

Household Finance Introduces Group Life; Again Scores Extra Insurance Charge

Life insurance without extra cost to borrowers will be furnished by Household Finance Corp. on all loans made in Colorado and Nebraska, according to an announcement by H. E. MacDonald, president. The insurance, which will be provided by Prudential, will be of the group type, and will retire the unpaid balance of the loan in event of death.

"This extra service to borrowers," Mr. MacDonald said, "is an experiment. Household has long recognized the value of life insurance from the small borrowers' standpoint. But we are opposed to consumer finance companies making an extra charge to borrowers for anything, including insurance. The rate of charge provided in most state small loan laws was intended to cover all costs, expenses, and losses of the lender, including uncollectibility from any cause. A cardinal principle of the small loan law is prohibition of side profits of any kind. Our statisticians estimate that the net cost to Household of this insurance will be

about 25¢ per \$100 of loans made."

This controversy is interesting as well to the A. & H. field, because there has been growing use of A. & H. along with life in the consumer credit insurance field. Household Finance made a strong presentation on this question at the N. A. I. C. meeting last December. H. F. C. is opposed to any regulations being issued on the insurance side that would tend to cross over and constitute regulation of small loan activities and especially that might be construed as putting an official seal of approval on so-called consumer credit insurance, whether life or A. & H.

Reject Curb on Tex. Pups

A bill in the Texas legislature to prohibit the organization of any more limited capital insurance companies has been stifled in the lower house. Such companies can be organized with \$25,000 in capital and \$12,500 in net surplus and can write life insurance in limited amounts.



Seated here at the L.I.A.M.A. small companies conference at Chicago: From left, Lyman C. Baldwin, vice-president Security Life & A.; Kenneth L. Anderson, vice-president Mutual Life; Charles H. Heyl, agency vice-president Bankers Life of Nebraska. Inset, Lewis W. S. Chapman, L.I.A.M.A. director of company relations.

Qualification Bills in Iowa Apparently Doomed

The agents qualification bill, sponsored by Iowa Assn. of Insurance Agents, has been rereferred to the senate insurance committee, which virtually killed the legislation for this session, it appearing unlikely that it would be brought up again.

It would have required examinations for all agents unless they had been licensed for three of the past five years, and those specifically exempted, which included county mutuals, fraternal, hail writing agents, ticket selling agents and lawyers selling bonds. The measure would have included life and A. & H. agents. The fee would have been \$10.

The senate action also virtually dooms the bill sponsored by Iowa Assn. of Life Underwriters to require examination of life agents.

Sen. Earl Fishbaugh of Shenandoah summed up the opposition to the agents' bill, claiming it did not provide the right of appeal through the courts if a license was denied, that it failed to report examination of agents already licensed and was exempting groups of agents who "have raised their voices" against the measure.

The senate passed and sent to the house a bill which would give A. & H. companies the right to use, with the commissioner's approval, riders on policy forms, liberalizing clauses on such things as air travel.

New Canada Superintendent

Kenneth R. MacGregor has been appointed Dominion of Canada insurance superintendent to succeed R. W. Warwick, who retired on reaching age 65 after five years in that post. Mr. MacGregor has been associate superintendent since 1949. A graduate of Queen's University, he was a lecturer in mathematics there before joining the Dominion department in 1930 as actuarial assistant. He worked up through the actuarial division to chief actuary and became assistant superintendent in 1948.

Plan Dinner for Southall

Kentucky companies, fire, life and casualty, have arranged a dinner at Louisville March 25 in honor of Commissioner Southall, who is resigning to go with National Assn. of Independent Insurers at Chicago.

Neb. Bill OK's Reinsurance

A bill passed by the Nebraska legislature provides that personal life and A. & H. companies may reinsure risks of other companies of the same class.

LIAMA Management Schools Open at Savannah, Daytona

L.I.A.M.A. agency management schools have moved into their 25th year with the opening of the 114th and 115th sessions at Savannah and Daytona Beach. Enrollment for the schools has reached 550 from 125 companies. Management representatives will meet at Savannah, ordinary representatives at Daytona Beach.

Other 1953 schools have been set as follows: May 4-15, Pasadena; May 18-29 Williamsburg, Va. (combination); June 8-19 College Station, Tex., and Atlantic City; July 13-24, and July 27-Aug. 7, Chicago.

C. Stanley Price of Equitable Society, San Antonio, was the leading company producer in Texas last year.

GENERAL AGENT

To sell Military Personnel the finest group of Policies available in the Industry.

- No Military restrictions as to War hazards, etc. in any Policy

- Highest Commission Contracts

- Old Line Legal Reserve Company

- Will accept applications on any Military Rank

- Will accept unlimited amount of sales volume

Policies include Endowments, Ordinary Life, Coupon and several Savings Bond types.

Write

UNITED GUARANTY LIFE
P. O. Box 7008
Phoenix, Arizona

66th Annual Report

December 31, 1952

BANKERS LIFE OF NEBRASKA

HOME OFFICE • LINCOLN

Assets

Bonds (Amortized Value)	\$47,172,762.13
U.S. Government \$ 7,166,786.00	
State and Municipal ...	2,052,956.22
U.S. Railroads ..	5,430,114.28
Public Utilities ..	12,715,967.44
Canadian	1,817,497.96
Industrial	17,989,440.23
Stocks (Preferred \$1,988,253.95)	
(Common 1,013,066.51)	3,001,320.46
First Mortgages (Forms \$1,251,738.42; City 7,021,249.48; G.I. 1,906,990.51; FHA 6,964,151.06)	17,144,129.47
Real Estate (Home Office \$34,268.83; Sold Under Contract \$15,040.53; Investment \$741,763.38)	791,072.74
Loans on Policies	3,729,367.10
Cash in Office & Banks	787,233.58
Accrued Interest and Rent	762,849.61
Due From Reinsurance Companies	574.49
Deferred & Unreported Premiums and Misc. Items (Less Not Admitted)	1,370,923.87
Total	\$74,760,233.45

Liabilities

Policyholders Reserves	\$65,403,624.85
Policy Reserves \$57,772,731.00	
Supplementary Contracts	3,697,394.00
Prepaid Premiums ...	1,801,458.00
Dividends Left at Interest ...	2,132,041.85
Premium Paid in Advance and Account Accrued	90,453.01
Dividends to Policyholders Payable in Following Year and Reserve for Deferred Dividends ..	544,294.72
Reserve for Taxes Payable in Year Following	250,827.13
Reserve for Retirement Plans ...	1,247,205.00
Death Claims Reported, No Proofs Incl. \$71,233.00 Reserve for not reported	145,967.00
Reserve for Miscellaneous Small Accounts	182,415.40
Security Valuation Reserve	591,245.34
Reserve for Fluctuation in Asset Values	550,000.00
Additional Funds for Protection of Policyholders	5,754,201.00
Total	\$74,760,233.45

Record
for 1952

Issued, Revived and Increased \$ 54,644,498.00
Insurance in Force,
December 31, 1952 341,203,297.00 || Increase in Insurance in Force .. | 32,505,939.00 |
| Increase in Assets | 5,586,050.40 |

Bankers Life

INSURANCE COMPANY of Nebraska LINCOLN, NEBRASKA

Ariz. Benefit Crowd Indulges in Some Tail Twisting

The Arizona senate has given tentative approval to the proposed investigation of the insurance business in Arizona. The bill is a revised version of legislation that was sponsored by Sen. William R. Pyper, who is a life insurance man, and Rep. Harold Tshudy. The governor would be directed to appoint a five-man committee representing various branches of the business, but would not include members of the legislature. They also would be authorized to conduct hearings and make recommendations on a proposed new insurance code, which is sponsored by Rep. Robert H. Wallace, who heads an Arizona benefit concern.

The Arizona benefit associations have issued a statement on the proposed legislative investigation of insurance, saying they approve such a course if it is broadened to take in more than the benefit associations, and would include such matters as reviewing the recently increased automobile insurance rates, going into the question of a law requiring that 75% of the reserves on Arizona life business be invested in Arizona securities; annuity considerations, strengthening the tax laws and ascertaining if "a fair claim ratio exists on industrial insurance where an employee shares the responsibility to pay a portion of the premium."

This is obviously an effort to pull the fangs of the interests backing the investigation. The statement signed by Assn. of Arizona Insurance Companies said that the proponents of the investigation bill at the hearing "made it crystal clear that their purpose was not to investigate the whole insurance business, in this state, but to smear Arizona benefit insurance companies."

Supporters of the bill, the statement said, are almost entirely representatives of out of state insurance firms "who offered not one single constructive suggestion but merely condemned the Arizona companies." The statement goes on to claim that the laws governing the benefit associations contain major advantages and benefits.

"Mr. and Mrs. Lawmaker," the statement reads, "let's be fair and impartial about this subject matter. Let's not permit the out of state insurance companies to use you as a smoke screen. Let's face the fact that there are over 115,000 insured by existing Arizona benefit companies and thousands more can enjoy benefits by way of legitimate refunds on investment of their own money which is an attractive savings or investment program. Let's recognize the legal safeguards already in force to protect the policyholder. Let's recognize the potential sources for mortgage loans from these companies."

The statement is signed by officers of American Buyers Ins. Co., American Farmers, Arizona Benefit, Charter Oak, Consolidated Farm & Home, Grand Canyon State, National Life & Casualty, National Reserve, Postal Benefit, Reliance Life & Casualty, Sun Valley Life, Frontier Life, Western States, Security Reserve and Producers Benefit.

• At a dinner marking the 10th anniversary of the Robert K. Zimmer agency of Penn Mutual Life at Columbus, O., guest speakers were Superintendent Robinson, Dr. Robert L. Weaver, medical director, and William J. Nenner, general agent at Cleveland.

Claims Bankers L. & C. Offered Bribe To Get Cravey's Records

Fulton, Ga., county superior court, hearing a segment of a complicated legal proceeding involving Commissioner Cravey of Georgia and Bankers Life & Casualty, heard testimony last week by a stenographer in the Georgia department that she was given \$500 for delivering department files to C. F. Brunsnighan, vice-president of Bankers L. & C.

Mr. Brunsnighan and James A. Ross,

a local representative of Bankers at Atlanta, were indicted in June, 1952, on charges of bribing Mrs. Jenny F. Salomon of the insurance department to provide them with copies of Cravey's letters and the minutes of an insurance commissioners' meeting.

In her testimony, Mrs. Salomon said she gave the records to Mr. Brunsnighan in the presence of Georgia bureau of investigation agents. She said she was promised \$350 a month "for life" to spy on the insurance department for Bankers L. & C. She said she received five \$100 bills across a table in a dimly lit Atlanta restaurant in August,

1951, and while the Georgia agents watched, she handed a sealed envelope to Brunsnighan, who, she said, flew from Chicago to Atlanta especially for the meeting.

Commissioner Cravey had revoked the license of Bankers L. & C. in Georgia in July, 1951, on the grounds that the company was not giving proper service to policyholders and that it was conducting a misleading advertising campaign.

Former Federal Judge M. Neil Andrews and Alex McLennan, defense counsel, branded the charge "a complete frame-up."

**"THIS
DECISION
WAS OUR
WISEST"**



says Mrs. Carl A. Christianson, Great Falls, Montana

"1950 was a year of decision for Carl and myself. Until that time Carl had shifted from one selling position to another—never finding exactly what he wanted. A part-time job as a life insurance salesman convinced him that here was his life's work.

"From our point of view it seemed that life insurance selling was the one thing which gave Carl the most satisfaction and the gratifying knowledge that he was doing the greatest good for the public. With his mind made up he began to look into selling tools offered by various life insurance companies. One glimpse of those provided by The Minnesota Mutual Life Insurance Company, and Carl's decision was made. These past two and one-half years have proved that decision the right one. Without a doubt, the greatest advances in our present and future security have been made since Carl's career in life underwriting for Minnesota Mutual began.

"Carl is a typical friendly Montanan who loves to meet and help people. His enthusiasm for Minnesota Mutual and its marvelous selling materials is the key to his success, for he thoroughly believes these materials provide the best answers to all types of life insurance problems. Eager to learn all he can about life underwriting, Carl has already graduated from the two year course of the Life Underwriter Training Council. He plans to start the Chartered Life Underwriter course immediately.

"Of course there is the great pride we both feel in being members of Minnesota Mutual's fine family. Although the Company is large, each and every salesman and his wife feel a part of it. We, the wives, realize how very important we are to our husband's success and do our best to aid them in their work. When Carl and I joined Minnesota Mutual, little did we realize how bright our future would be! It was truly the wisest decision we ever made!"

Carl A. Christianson became associated with The Minnesota Mutual Life Insurance Company in 1950. Because of his great enthusiasm for Minnesota Mutual's Organized Sales Plan with the amazing Success-o-Graph, he paid for \$509,782 of business in 1951, his first full year with the Company. Carl is a member of the Company's "M" Club for persistency and has a record of having written at least one application a week for over 127 consecutive weeks. His membership in the Fifty Club, open only to agents who produce \$50,000 or more examined business per month and in the President's Dozen, another Company honor club, are evidence of his spectacular selling success.

*Registered U. S. Patent Office

This letter, written by the wife of a Minnesota Mutual salesman, is published here as a deserved recognition of the enduring contribution she and her husband are making toward the continuing growth and progress of this Company.



The Minnesota Mutual
ORGANIZED 1880



Life Insurance Company
ST. PAUL 1, MINNESOTA

North America Seeks to Strip Mail Order Insurer of Its Name

Insurance Co. of North America and Indemnity Insurance Co. of North America of Philadelphia brought an action at Wilmington, Del., against Life Insurance Co. of North America. An order is asked directing that all profits made from the sale of insurance by L.I.C.N.A. under this name be paid to L.I.C.N.A. and directing William R. Murphy, Delaware insurance commis-

sioner, who is also named as a defendant, to revoke the license of L.I.C.N.A. under its present name.

The Philadelphia North Americas claim that by the actions of the defendants they have been damaged to the extent of more than \$100,000.

L.I.C.N.A. was formed in January through a merger of that company and North American Mutual Life of Wilmington. These concerns are headed by John W. Kane. They are mail order insurers. Mr. Kane is one of the original organizers of Insurance Advertisers Assn.

According to the plaintiffs, L.I.C.N.A. claims in its advertising that its policies are good anywhere in the U. S. and its possessions, and that "We do business in all 48 states and United States possessions". The suit claims that L.I.C.N.A. is only licensed in Delaware and not in any other state except by mail.

The court is asked perpetually to enjoin L.I.C.N.A. "from using the corporate names of plaintiffs or taking any part or in any way contributing to the sale of insurance under the name of 'North America' or any varia-

tion of the corporate names of plaintiffs containing a combination of the words 'Insurance' and 'Companies' and 'North America' or any other name likely to be confused with the corporate of plaintiffs." The suit was filed by Berl, Potter & Anderson.

A number of years ago Prudential got a court order against a number of mail order insurance concerns from Delaware, all of which incorporated the name "Prudential." The promoter of these companies, Alfred Holzmann, then went to Chicago and formed Prudence Life.

American College Study Sizes Up Average C.L.U.

The typical Chartered Life Underwriter of 1952 was 45 years old; married, with an income of \$9,500; owned \$50,000 of life insurance, and attended religious services.

These are a few of the personal and business averages of what American College terms "better life insurance men" in its Silver Anniversary Survey which will be distributed next month.

The survey points out that median production of C.L.U. ordinary producers reached \$400,000 in 1951, while 11% sold more than \$1 million. Increased income while preparing for examination was reported by 82% of the C.L.U.s. It is also noted that 74% have remained with the same company.

The survey concludes that 94% of the 4,786 aspirants who completed the C.L.U. program in the first 25 years have made a career of the business.

Institute Reports Group Record; Other January Gains

Group life in force reached a record \$66,600,000,000 as of the first of the year, according to estimates of Institute of Life Insurance. The new figure represents a jump of \$8,500,000 over 1951.

The institute also reports that life payments in January totaled \$399,041,000, a gain of \$9,539,000 over January of 1952. Death benefits for the month rose \$2,063,000 to \$169,068,000. January payments to living policyholders amounted to \$229,973,000, compared with \$221,507,000 a year ago.

Matured endowments dipped 8% to \$42,909,000.

Berkshire Names Martinson Minneapolis General Agent

Berkshire Life has appointed Alvin L. Martinson general agent at Minneapolis.

Named general agent at Eau Claire, Wis., for Great Northern Life in 1947, Mr. Martinson two years later went to Minneapolis as general agent for Central Life of Iowa. He entered the business as an agent in 1944. For many years he was principal of St. Louis Park high school.



A. L. Martinson

Ups Non-Medical Limits

Southland Life has increased the amount it will consider on a non-medical basis during any 12 month period as follows: Ages 0-5, \$7,500; Ages 6-35, \$10,000; Ages 36-40, \$7,500; Ages 41-45, \$5,000.

The amount the company will consider on a non-medical basis without an intervening medical examination, regardless of the period of time involved, is \$10,000 to age 40 and \$5,000 at ages 41 to 45.

YOUR AS SALES KIT
Mutual Of New York
Sales Opportunity
43000 times a day!

MONEY Sales Aids won this Award

We're proud of this 1952 award given to Mutual Of New York by the Direct Mail Advertising Association, Inc.

The citation reads as follows:

"The Mutual Life Insurance Company of New York has been selected for a 1952 Best of Industry Award in recognition of its excellence and the results achieved. This outstanding campaign will be part of an exhibit to tour the United States and Canada to encourage the increased use of well-planned, effective direct mail."

Yes, we're proud of this recognition. But even more important is the fact that this MONEY sales material is producing outstanding results for the MONEY Field Underwriters.

MUTUAL OF NEW YORK
"FIRST IN AMERICA"
The Mutual Life Insurance Company of New York
Broadway at 55th Street, New York 19, New York

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Shown at the L.I.A.M.A. small com-
panies conference at Chicago are:
L.I.A.M.A. President Grant L. Hill,
vice-president and director of agencies
Northwestern Mutual, and H. S. Mc-
Conachie, vice-president and superin-
tendent of agencies American Mutual
Life, immediate past president of
L.I.A.M.A.

CHANGES

Three Veteran Jefferson Standard Managers Retire

Three Jefferson Standard Life man-
agers have retired: Ray S. Peters at
Denver, Albert L. Smith at Birming-
ham, and M. O. Carter at Shreveport,
La.

Mr. Peters, who has been Denver
manager since 1926, will remain with
the agency as a personal producer. His
successor will be named soon.

Mr. Smith, "dean" of Jefferson
Standard's managerial staff, headed the
Alabama general agency from 1911
until he became manager at Birming-
ham in 1948. He will continue at Bir-
mingham as a personal producer. He
is being succeeded by Kermit Hunt,
former district manager at Gadsden,
Ala.

Mr. Carter has been manager at
Shreveport since 1943 and will con-
tinue with that agency as a personal
producer. He joined the company in
1931. His successor is E. H. Gilson,
former district manager at Alexandria,
La.

United States Life Names Irving Agency at Brooklyn

The Irvin Life agency has been ap-
pointed general agent at Brooklyn for
U. S. Life. Princip-
als of the new life
agency, sister firm
to the long estab-
lished Irvin agency,
are Arthur and
Leslie Rosencrans,
and Joseph H. Zap-
pel, life manager.

Arthur Rosen-
crans, president of
the Irvin Agency
has been in the in-
surance business
since 1914.

Leslie Rosen-
crans will supervise
operations for the agency. He has been
with the Irvin agency since 1945.

Mr. Zappel served with the air corps.
He joined Prudential after the war as
special agent at New York and during
1950-1951 was assistant manager for an
Equitable agency in White Plains, N. Y.

Name Black, Babian, Mullins

Charles R. Black, formerly supervisor
at Detroit for Provident Mutual, has
been appointed manager for the com-
pany's new agency at Miami. He joined
the company in 1951.

At the same time Provident Mutual
has named Arthur Babian and Dalton
Mullins agency supervisors at Detroit.
Mr. Babian has been an agent with the
company.

Ficklin, Bennett Are Promoted

Prudential changes include N. Reno
Ficklin, formerly agent at Salt Lake
City, promoted to staff manager at
Yakima, and Daniel J. Bennett, formerly
special agent at San Bernardino, raised
to assistant manager at Pasadena.

Mr. Ficklin joined the company in
1949 as an agent and Mr. Bennett in
1950.

Fife, Leitch are Promoted

Paul W. Fife, formerly group sales
representative at San Francisco for
Occidental Life of California, has been
named assistant regional group super-
visor, and DeWitt T. Leitch, service
representative in the company's Seattle
group office, has been promoted to
group sales representative and will re-
tain headquarters at Seattle.

Mr. Fife joined Occidental in 1946
as a special agent.

• A. Russell Atwater, formerly with
Phoenix Mutual Life at Philadelphia,
has joined M. Milton Sobel, general
agent of Manhattan Life there, as
brokerage supervisor. He is an army
veteran and joined Phoenix Mutual
in 1949.

A NORTHWESTERN MUTUAL POLICYHOLDER for 47 years. Mr. Brown bought the first of his several
policies with this company back in 1906, just a year after he graduated from college.



KARSH, OTTAWA

"To overlook this danger
is to risk the security of your family"

A message of interest to those who would safeguard the futures of their families

by EDWARD EAGLE BROWN, Chairman of the Board, First National Bank of Chicago

"TODAY, it may hardly seem necessary
to mention that debts and inher-
itance taxes can become a real threat to
family security.

"And yet, as a banker, I have seen this
happen time and again. A man works
hard for his wife and children. He looks
ahead and plans for them with all too
little thought for how much will go for
taxes and other obligations.

"As a result, the heirs may have to
sacrifice choice assets. For these charges
must be paid immediately and in cash.

"Moreover, such liabilities are not just

a 'rich man's problem'. Under present
conditions, they affect even relatively
small amounts that may be set aside by
average families.

"But there is an answer—a simple, sure
one. The right amount of life insurance,
integrated with the other arrangements,
can readily care for such cash demands.

"We always urge that a competent life
insurance agent be among those consulted
when the original thinking is done. With
a well-arranged program of life insur-
ance, it becomes difficult to upset the
family security that is planned for."

HOW THE NORTHWESTERN MUTUAL AGENT PREPARES TO SOLVE YOUR PROBLEMS

BY CHARACTER, ability, and training.
Northwestern Mutual agents are well
qualified. Many have earned the designation
of Chartered Life Underwriter.

Why have such men chosen to represent
Northwestern Mutual? This company has
over 95 years' experience. It is one of the
largest in the world. It accepts applications
only through its own agents.

Because of its unique advantages, includ-
ing low net cost, nearly half the new policies
issued go to present policyholders.

For a sound review of your security plans,
call a Northwestern Mutual agent.

The NORTHWESTERN MUTUAL Life Insurance Company

MILWAUKEE, WISCONSIN

APPEARING IN: TIME, MARCH 2 AND MARCH 30; IN NEWSWEEK, MARCH 16 AND APRIL 13

EDITORIAL COMMENT

Needn't Be a Conscience-Stricken Dope

A device often used to inject a little more ginger into agents who are unduly bashful about aggressively selling their friends and acquaintances is to explain how remorseful the agent would feel if one of his prospects should die underinsured. Sales congress speakers sometimes make effective use of this, reciting from their own experience how some friend that they solicited—but not hard enough—had died and left a widow and children in pretty desperate circumstances.

Naturally, this had preyed on the speaker's mind. He felt he had failed miserably in his duty as a life insurance practitioner, an even lower grade of incompetent than a surgeon who sews up a patient without removing that last sponge.

It is right and proper that life insurance agents feel a compulsion to insure people they know and that they should feel remorseful at not having done a better job. But this feeling should not be a cause for all-out contrition unless there are circumstances not usually present in a situation of this kind.

Some of the speakers who have stressed the duty of the agent to make sure his friends are all adequately insured give the impression that if the

agent hasn't practically beaten the friend into submission with a ball-bat and forced him to sign up for the insurance he has failed in his duty as a life insurance man. We don't believe the agent's sense of duty should make him feel that he has to "sell hard," or be forever gnawed by his conscience if the prospect should die without buying.

Selling hard is a service to the insured and the agent can be proud of rendering it. But if he misses doing so here and there he should feel no remorse. After all, the husband or father who fails to buy insurance is supposed to have a conscience, too. Life insurance ownership is not a mystic fraternity that one cannot enter unless invited by one of the elect. Nobody has to wait for an agent to ask him to buy, even though most people usually do. To say that an agent should have conscience trouble if he fails to make an all-out effort to sell his friends is to lay too great a burden on the agent's conscience and not enough on the friend's. The agent in such circumstances may well consider himself to be a dope for not having made a sale and gotten business for himself, but he should not consider himself a conscience-stricken dope.

How to Get Quoted in the Trade Press

The campaign manager of a candidate for a post in a national life insurance organization recently asked the advice of one of our staff on how best to keep his candidate's name before people in the business in a way to advance his candidacy through trade press publicity. We have offered advice on this general subject before but in the interest of more sprightly campaign speeches we will risk repeating. The answer is simple. It is just to make sure that each time the man talks he includes something that the trade press will consider newsworthy. It need not bulk large in his talk nor even be particularly germane to the general subject.

It may be objected that this is so obvious as not to be worthy of the term "advice". Nevertheless, it is surprising how many speakers who are much in demand and who are capable of sweeping audiences off their feet fail to say anything that will look like a worthwhile news item to an editor who pretends to any degree of discrimination. Sometimes this is because the speaker is of the "inspirational" type. The idea content is almost nil, but who cares about idea content when a speaker can bring an audience cheering to its feet as he climaxes an orgy of emotionalism

with a stirring bit of verse from one of the sounder poets? But while this kind of thing sounds good, it shore don't read good. Yet if our speaker had only interpolated, toward the front of his speech before he had worked up a full head of steam, something in the way of an opinion or a viewpoint, a conclusion, a warning or even a dire prediction, he would have guaranteed himself a decent write-up in the trade press and maybe the local newspapers besides.

Another type of speaker who effectively insures himself against anything more than an "also spoke" mention in the insurance journals and probably not even that anywhere else, is the man who traces the development of life insurance from the earliest times and whose idea of a thrilling climax is to indicate that it is a very fine, big, honorable, humanitarian business to be in.

If he would inject only two or three minutes of lively comment on some current phase of the business, the trade paper reporters would bless him and use every line of that portion of his talk. A word of warning here, however: as he gets to that part of his talk, he should bang loudly on the lectern with his fist so as to wake up the reporters (and probably the greater part of his

audience), thereby alerting them to his change of pace.

Even some pretty technical talks that are necessarily fairly abstruse in content can be insured a good press if the speaker only has the forethought to put in something that the gentlemen of the press can latch on to. That this something is brief is no drawback, for a direct quotation of even a very few minutes of speaking occupies a sizable amount of print, probably as much as the reporter was going to give the speaker for his entire talk anyway.

Since reporters are not conspicuously more industrious than the general run

of humanity, it is understandable that they should welcome and treat well a concise, well-thought out hunk of thing that they can quote practically verbatim rather than having to winnow through a long, rambling speech in an attempt to find something newsworthy that probably isn't there.

If it looks as if we have a selfish interest in this advice, that surmise is entirely correct. We would much rather give space to the utterances of a person who has something to say than to engage in the discouraging task of reporting speeches by gentlemen who apparently only want to talk.

PERSONAL SIDE OF THE BUSINESS

Alfred MacArthur, chairman, and **E. H. Henning**, president of Central Standard Life, are on a Mexican visit. They will be at the MacArthur home at Cuernavaca for a time and then go on to Acapulco where Mr. MacArthur's son, Edward S., is recuperating from injuries suffered in an automobile accident in his home city of Indianapolis last August. This is Mr. Henning's first trip to Mexico.

Grant Hoener, New York Life, Great Bend, Kan., 3rd vice-president Kansas Life Underwriters Assn., has been elected president of the Great Bend Chamber of Commerce.

Burkett W. Huey, assistant director of company relations of L.I.A.M.A., was unable to go to Chicago this week and take the prominent part that he was scheduled to take in the small companies spring conference. His 9-year old daughter, Catherine, underwent an operation for brain tumor recently. She is now at home but requires close at-

tention. Mr. Huey had done much of the planning for the Chicago meeting and was scheduled to give the closing talk Wednesday on "What's Par for Me?" C. J. Zimmerman, managing director of L.I.A.M.A., at the banquet Monday told of Mr. Huey's sorrow and a message was dispatched to him.

Philip H. Peters, 2nd vice-president John Hancock, and **Everett G. Judson**, assistant vice-president New York Life, are among the members of the 23rd advanced management program at the graduate school of business administration of Harvard.

Col. Robert W. Weinecke who has just been appointed chief of intelligence of the 8th army in Korea, after a notable record during and since the last war, was for many years active in the life and A.&H. field in Chicago, especially in organizational work. Just before taking up a military career he was home office general agent of Mu-



Taking a respite from business sessions at the L.I.A.M.A. small companies conference at Chicago, from left, **Leo D. Cavanaugh**, president Federal Life; **Spencer R. Keare**, executive vice-president Federal Life and chairman of the small companies committee; **Frederic Peirce**, L.I.A.M.A. staff member; **C. G. Ashbrook**, executive vice-president and director of agencies North American Life of Chicago.

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BOSTON 11, MASS.—207 Essex St., Rm. 421, Tel. Liberty 2-1402.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. A. J. Wheeler, Resident Manager.

CINCINNATI 2, OHIO—420 E. Fourth Street, Tel. Parkway 2140. Chas. P. Woods, Sales Director; George C. Roeding, Associate Man-

Editor: Robert B. Mitchell
Associate Editors: John C. Burridge, Charles C. Clarke and F. A. Post.
Assistant Editors: Ellsworth A. Cordesman, William H. Faltyssek and Warren Kayes.

ager; George E. Wohlgemuth, News Editor; Roy Rosenquist, Statistician.

DALLAS 1, TEXAS—708 Employers Insurance Bldg., Tel. Prospect 1127. Alfred E. Cadis, Southwestern Manager.

DETROIT 26, MICH.—1102 Lafayette Bldg., Tel. Woodward 3-2826. A. J. Edwards, Resident Manager.

KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 9157. William J. Gessing, Resident Manager.

Executive Editor: Levering Cartwright.
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MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Resident Manager.

NEW YORK 38, N. Y.—99 John Street, Room 1103, Tel. Beekman 3-3958. Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.

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Howard J. Burridge, President.
Louis H. Martin, Vice-Pres. & Secretary.
John Z. Herschede, Treasurer.
420 E. Fourth St., Cincinnati 2, Ohio.

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PITTSBURGH 22, PA.—503 Columbia Bldg., Tel. Court 1-2494. Jack Verde Stroup, Resident Manager.

SAN FRANCISCO 4, CAL.—507 Flatiron Bldg., Tel. Exbrook 2-2054. F. W. Bland, Pacific Coast Manager.

tual Trust Life. Just before that he was with Union Central Life. Earlier he had been manager of the life and A&H department of Stewart, Keator, Kessberger & Lederer and held similar posts with other Chicago agencies.

Leroy A. Lincoln, chairman of Metropolitan Life and vice-president of Empire State Chamber of Commerce, accepted American Heritage Foundation get-out-the-vote award on behalf of the state chamber. Mr. Lincoln praised the member chambers for spearheading the register and vote drive.

Walter W. Grosser, general agent for Guardian Life at Chicago, was featured in one of a series of articles on "My Greatest Spiritual Experience" being carried by the Chicago Daily News. A large picture of Mr. Grosser accompanied his article. He is board chairman of Northern Baptist Theological Seminary and vice-president of American Bible Society.

Dr. Louis A. Warren, director of the Lincoln National Life foundation, has now completed his 25th annual speaking tour, which took him this year to 21 general agency cities in the central section of the country. He made a total of 108 talks.

These assessments, according to the department, are "apparently... legal obligations, but it is a purely personal decision as to whether or not they should be paid."

Berger Confirmed in N. Y.

Governor Dewey's appointment of Samuel A. Berger, senior partner in the insurance law firm of Powers, Kaplan & Berger, New York City, to the state insurance board, has been confirmed by the state senate. The seven-man board considers and makes recommendations to the insurance superintendent, who is chairman of it.

Mr. Berger replaces the late Richard V. Goodwin, who was head of Fireman's Fund Indemnity in the east. Board members include John C. Stott, Norwich agent, and Jesse Phillips, former superintendent.

Ross Wins President's Cup

Herbert Ross, manager of John Hancock Mutual Life at Cleveland, for the second straight year has won the company's president's cup.

Holds Pension Seminar

Continental Assurance held an all-day pension seminar at its home office planned expressly for well-established agents and brokers without any previ-



Mayor Martin H. Kennelly of Chicago and Director Robert E. Barrett of Illinois, standing, congratulate John MacArthur, president of Bankers Life & Casualty, at a meeting of Bankers' 600 Club of top producers. At Mr. MacArthur's left is Margaret O'Brien of the movies. Mr. MacArthur was guest of honor at a banquet following the agents' meeting on the occasion of his birthday.

ous record of experience in pension planning. The session demonstrated the company's belief that the producer with strong contacts can profitably and effectively enter this field.

Pension planning was unfolded in

fundamental steps by personnel of Continental's pension department—practical pointers calculated to enable brokers and agents to use and work effectively with home office technicians.

DEATHS

MRS. FLOSSIE HARGETT HEDGES, 43, wife of Prof. J. Edward Hedges, head of the insurance department of Indiana University, died of cancer recently. She had been ill for a year and had undergone several operations.

RALPH SHIER, for 45 years an agent of Canada Life at Cleveland, died.

MARTIN A. WHALEN, 54, an Equitable Society agent at Grand Rapids, Mich., for nearly 30 years, died following a heart attack.

Deny World L. & A. License

World Life & Accident of Richmond, Ind., has been refused a certificate of authority by the Indiana commissioner. The department last year entered suit asking authority to appoint a conservator to take over the organization's assets and manage its affairs; but the court held that the company could collect assessments from policyholders on the basis of its corporate structure.

Figures from Life Companies' Year-End Statements Shown

	Total Assets	Increase in Assets	Surplus to Policyholders	New Bus. 1952	Ins. in Force Dec. 31, 1952	Increase in Ins. in Force	Prem. Income 1952	Benefits Paid 1952	Total Disburs. 1952
Bankers Health & Life, Ga.	10,923,926	771,977	2,591,084	29,040,795	75,490,195	4,482,703	3,431,174	1,027,021	3,174,290
Canada Life	426,109,818	16,872,202	24,844,531	236,120,103	1,606,290,432	150,084,188	42,816,847	28,212,171	42,591,269
Eagles' National, Ohio	603,950	27,998	425,059	2,323,388	4,549,695	1,557,938	268,884	69,539	314,970
General American	195,576,581	7,576,817	6,707,043	163,587,327	1,381,726,532	120,251,194	31,027,905	25,174,729	32,494,845
Great Eastern Mutual, Col.	965,423	84,180	257,261	2,290,418	6,697,499	689,111	286,783	91,879	1,524,178
Home Friendly, Md.	10,750,377	781,882	2,975,350	7,790,709	47,127,560	1,986,428	1,753,921	590,754	1,524,285
Liberty Life, S. C.	63,714,114	6,560,062	7,106,116	120,057,498	538,546,771	51,856,447	14,308,597	4,351,952	10,174,009
Mammoth L. & A., Ky.	4,079,713	547,937	976,634	18,110,330	34,845,739	122,240	2,563,717	616,264	2,494,133
Manufacturers Life	491,856,026	42,072,190	33,177,365	208,812,540	1,490,647,588	135,023,735	64,131,628	26,847,459	47,241,221
Mutual Savings, Ala.	6,085,967	1,014,754	1,936,351	55,736,884	82,002,139	9,858,464	2,925,101	507,422	2,111,891
Nat'l Public Service, Wash.	10,714,916	1,369,729	561,249	13,565,642	60,683,461	9,939,172	2,365,208	587,356	587,356
N. Y. Savings Bank Life	29,796,706	5,017,312	2,498,862	25,119,050	215,264,621	25,732,663	6,754,056	1,845,925	1,845,925
Northern Central Life, Minn.	1,436,414	—37,849	473,439	10,525,260	14,758,622	6,710,605	431,451	54,114	333,827
Northern Life, Wash.	64,175,021	5,154,142	7,956,075	31,074,450	269,131,215	13,659,853	9,105,139	3,777,352	7,198,255
Penn Mutual	1,406,017,393	61,238,102	75,328,779	325,802,594	3,215,656,651	170,274,106	93,239,265	68,551,424	119,153,123
Phoenix Mutual	607,274,153	34,666,250	37,710,887	120,499,717	1,240,282,913	72,881,486	49,616,909	31,267,735	49,128,760
Pioneer Mutual, N. D.	19,525,149	762,669	1,760,552	6,342,098	65,931,206	2,945,626	1,911,676	1,114,908	2,428,064
Pres. Ministers' Fund, Pa.	54,776,502	1,839,650	5,436,617	12,810,762	117,571,688	9,740,943	3,603,579	3,378,276	5,190,842
Prudential	10,219,404,662	682,525,016	543,747,713	4,255,910,846	39,109,353,873	2,806,681,267	1,349,147,319	738,625,893	1,081,729,010
State National, Mo.	1,089,184	110,872	225,165	4,702,270	10,626,866	954,022	394,047	112,486	416,783
Union Labor Life, N. Y.	17,475,230	2,173,577	4,296,142	58,929,845	405,776,233	54,955,851	12,152,348	9,639,812	12,095,906
United American, Col.	5,772,651	993,860	602,108	5,681,169	37,144,617	3,067,958	1,292,901	227,254	824,625
North Amer. Union, Chicago	4,483,811	26,534	35,175	335,750	9,892,639	—134,861	331,073	269,407	423,617
Royal League, Chicago	5,368,911	35,175	1,312,541	410,000	11,524,679	342,288	342,288	418,446	579,065

(1) New business figures include \$43,968,502 of revivals and increases for 1952 and \$23,904,305 for 1951. (2) New business figures include \$81,762,286 of revivals and increases for 1952 and \$33,073,575 for 1951. (3) New business figures include \$369,858 of revivals and increases for 1952 and \$291,820 for 1951. (4) New business figures include \$1,578,693 of revivals and increases for 1952. (5) Includes balance of shareholders' fund of \$1,255,900. (6) New business figures include \$14,370,522 of revivals and increases for 1952 and \$8,956,904 for 1951. (7) New business figures (including group) include \$6,918,240 of revivals and increases for 1952 and \$3,108,181 for 1951. (8) New business figures include \$4,788,510 of revivals and increases for 1952 and \$3,218,334 for 1951. (9) New business figures include \$1,247,110 of revivals and increases for 1952 and \$1,203,598 for 1951. (10) Includes only unassigned surplus and statutory contingency reserve. (11) New business figures include \$208,246 of revivals and increases for 1952. (12) Total decrease ledger assets.

CENTRAL STANDARD LIFE

Founded 1905

INSURANCE COMPANY

211 W. Wacker Drive

Chicago 6

All forms of Life • Accident & Health

ALFRED MACARTHUR
Chairman of the Board

E. H. HENNING
President

ACCIDENT AND HEALTH

Baker Heads Cincinnati Association; Galloway Tells International Aims

John G. Galloway, president of the International Association, was speaker at the March meeting of Cincinnati Assn. of Accident & Health Underwriters, which was also the annual election meeting. About 80 were in attendance.

Frank L. Baker of Kentucky Central Life & Accident is the new president, succeeding R. W. Bickelhaupt, Mutual Benefit H. & A., who became chairman of the board. M. Carl Shinkle, Minnesota Mutual, is vice-president; Taylor Clark, Inter-Ocean, is treasurer, and Freda S. Rubin, Mutual Benefit, is secretary.

Executive board members are Robert G. Myers, Massachusetts Protective; Glen Isgrig and Arthur Wade, Lincoln National Life; Chester Clinkenbeard, Minnesota Mutual; M. W. Collins, Bankers Life; Thomas R. Guthrie, Inter-

Ocean; Merrell E. Landis, Loyal Protective Life; William G. Whitley, Kentucky Central.

Mr. Galloway presented an insight into the aims and activities of the International. He urged that agents themselves must not lose sight of their important position between the public and the companies, and that every opportunity must be seized by the agents to sustain that position.

He announced the increase in the International's share of dues, from \$3 to \$5, and explained that the added amount is to be allocated to defray expenses of the president when traveling on association business, and to enable the International to sponsor its annual conventions at a lowered convention registration fee.

He stressed that the purpose of A. & H. insurance should be to take care of financial hardships brought on by disability, rather than of the trifling expenses, thus paying for "the last dollar of expense" but not necessarily the first. He told of opportunities in fran-

chise business, citing the large percentage of firms in the franchise category in contrast to the comparatively small percentage that have coverage.

He gave an example of a successful approach in selling income protection to prospects holding only hospital expense coverage. "Through your hospital insurance, you pay income to the hospital employees, the nurses, and the doctors when you are disabled, but who pays your income?"

Indianapolis DISC Course Joint Life, A. & H. Venture

A maximum number of enrollees registered at the first class meeting of the Indianapolis Disability Insurance Sales Course at Butler University.

The course, conducted on a 10-week basis, has drawn countrywide attention as the first such school sponsored jointly by local life and A. & H. associations. The Butler course was planned by a joint committee of Indianapolis Assn. of Life Underwriters and Indiana Assn. of A. & H. Underwriters.

Both Louis Halley, educational director of Security L. & A., Denver, chairman of the DISC course of the International association, and William North, manager New York Life, Chicago, chairman of the A. & H. committee of N.A.L.U., have expressed interest in the Indianapolis venture as a possible prototype for similar joint sponsorships.

The course is directed by H. C. Graebner, dean of college of business administration, Butler University.

The class will draw on both local and out-of-town instructors, among the latter being Roy MacDonald, assistant director, H. & A. Underwriters Conference; Carl Ernst, manager,

North American L. & A., St. Paul, immediate past president of the International; Chester Elson, educational department, Mutual Benefit H. & A., and Carl Lane, field supervisor, General American, St. Louis.

Ike Against "Compulsory" or "Socialized" Medicine

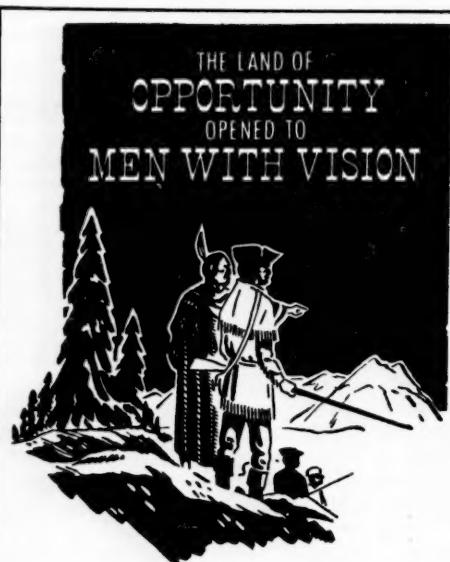
President Eisenhower, in an extemporaneous address before the house of delegates of American Medical Assn., told the doctors he does not like the word "compulsory" and is against the word "socialized."

The A.M.A. was meeting to consider the President's reorganization plan which would give cabinet status to the federal security administration, and the group, which has recommended establishment of an independent department of health, decided to support the reorganization plan "as a step in the right direction," adding that it would watch the development "with great care and interest." When President Truman tried to make FSA a cabinet post, the doctors fought the proposal strongly.

"Americans want to do the right thing, and the medical profession will provide the kind of services our country needs better with the cooperation and friendship of the administration, rather than its direction or any attempt on its part to be the big 'Poobah' in this particular field," Mr. Eisenhower said.

Hear Coursey in Okla.

William G. Coursey, managing director of International Assn. of A. & H. Underwriters, presented an optimistic outlook for A. & H. this year in his talk before Oklahoma City association. He emphasized the growing importance of



... And There's
Towering
Opportunities
Open To You
Today!

● **ZEBULON PIKE** achieved a high mark in the exploration of the West as his expedition penetrated to the Rocky Mountains in 1806-07, and produced a wealth of data concerning the region he traversed.

National Reserve Life, a \$146,000,000 organization, is today, scaling new heights in achievement as the result of a big and dynamically led expansion program. Our rapid ascent upward holds forth breath taking opportunity for men with vision—who want to realize profitable careers as General Agents—working in this great territory west of the Mississippi.

We invite inquiry from men who feel they are qualified for General Agency responsibility—and we are looking only for qualified men desiring a life time career with a truly Agency minded company.

S. H. WITMER, Chm. of the Board
H. O. CHAPMAN, Pres.

Write W. E. Moore,
Agcy. V.P.,
Agcy. Hq., Topeka

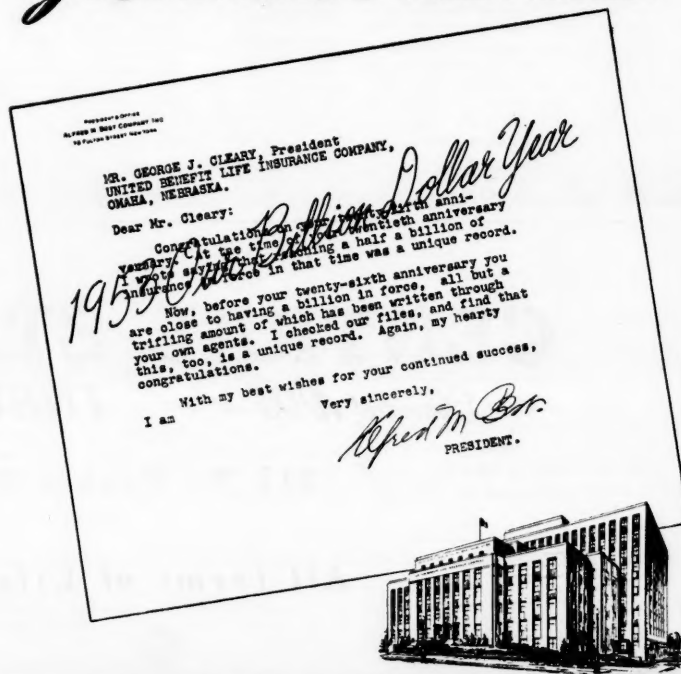
**NATIONAL RESERVE
LIFE INSURANCE COMPANY**

TOPEKA • • • SIOUX FALLS

Strong as the Strongest—Enduring as Rushmore



Yes Another **WORLD'S RECORD!**



UNITED BENEFIT LIFE INSURANCE CO.
ONE OF AMERICA'S FOREMOST LIFE INSURANCE COMPANIES
OMAHA, NEBRASKA



St. Paul, im-
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Eisenhower

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A. & H. insurance, mentioning the num-
ber of life companies that have entered
the field.
At the next meeting the association
will elect new officers.

Va. A. & H. Hearing Set

RICHMOND—A Virginia advisory
legislative counsel committee studying
A.&H. insurance has set April 30 for a
public hearing on sickness, accident
and hospitalization coverage. The study
was ordered by the 1951 legislature,
and the committee's report is due by
Sept. 1.

Postal Opens Tex. Office

Postal Life & Casualty has opened
an office in the Interurban Building
at Dallas with Oliver Black as regional
manager in charge of Texas opera-
tions. The company was recently
bought by W. L. Pickens, Dallas oil
man; and R. L. Wheelock, of Corsi-
cana and H. H. Coffield of Rockdale,
Tex.

Reinsures Guardian H. & A.

The Michigan department has ap-
proved reinsurance of the remaining
business of Guardian Health & Acci-
dent of Detroit by Liberty Life & Ac-
cident of Muskegon.

Guardian H. & A. was placed under

departmental receivership on a temp-
orary basis in October, and it was
made permanent in December. T. A.
Tubergen of the department had served
as active receiver. The officers of
Guardian H. & A. were Benjamin H.
Schenck, president; M. Frank Padley,
secretary, and John J. Byrne, treasurer.

Liberty Life, which a while ago
merged Ann Arbor Life into its org-
anization, is continuing its expansion
policy. It will soon buy the Muskegon
building in Muskegon and transfer its
home office there. Guardian H. & A.
had only 1,500 policies in force in
Michigan.

Bacon Heads Tex. Assn.

W. D. Bacon, San Antonio, Crown
Life and General Accident, was elected
president of Texas Assn. of A. & H.
Underwriters at the annual meeting at
Austin. C.E. McDonald, Dallas, Inter-
national Fidelity Life, and R. L. Mc-
Millon, Abilene, Business Men's As-
surance, are vice-presidents.

Mr. McMillon, who heads the mem-
bership committee also, has set a goal
of 800 members during 1953. Presently
the group has a membership of 521,
Leslie A. Ginn, Austin, B.M.A., re-
ported.

Safety Man at Chicago

Felix B. Streyckmans, editorial dir-
ector of National Safety Council, ad-
dressed the March meeting of Chi-
cago A. & H. Assn. He discussed high-
way safety and some possible remedies
for the automobile accident situation in
his talk "People are Funny."

Three New Bureau Members

Home Life, Union Casualty & Life
of Mt. Vernon, N. Y., and State Mutu-
al Life of Massachusetts have joined
Bureau of A. & H. Underwriters.

P. M. Stockholders Try Again

LOS ANGELES—Continuing their
heretofore futile efforts, extending
over a period of 26 years, a group of
stockholders of the old Pacific Mutual
Life has filed a motion in the Califor-
nia district court of appeals to set aside
the judgment of the superior court of
Los Angeles county which declined to
throw out of court the mutualization
plan of the present Pacific Mutual
Life. The new company is carrying out
the terms of the rehabilitation agree-
ment approved by the courts, includ-
ing the U. S. Supreme Court.

The brief, running to 290 pages, ad-
vances no new grounds for upsetting
the plan, but repeats the argument that
the plan, if finally carried to its con-
clusion, would result in loss of large
sums to shareholders of the old Pacific
Mutual Life.

The insurance commissioner and the
courts have ruled that the plan is fair
to policyholders and stockholders.

Ponder Manual Revision

The N.A.I.C. subcommittee on ex-
amination practice and procedure
manual revision is meeting at the Com-
modore Hotel, New York, March 29.

Two Group Bills in Mich.

LANSING, MICH.—School and
township boards would be permitted
to authorize group coverage for em-
ployes under provisions of two sepa-
rate bills introduced in the Michigan
legislature.

The school board measure would
permit use of general funds to pro-
vide coverage, either on a participating
or non-participating basis. Under the
other bill, coverage would be limited
to townships having a minimum as-
sessed valuation of \$25 million. It
would allow boards to provide life,
A. & H. and hospitalization coverage
either with or without employe partic-
ipation.



ecurity...

From the security of the individual comes
the security of the mass. . . . This is the
basis for the success of our sales organi-
zation. Every member of our sales force
is armed with competitive merchandise,
backed by a liberal compensation plan
and excellent training.

Pan-American representatives are also
assured of a secure future through a
non-contributory pension plan—plus
other benefits such as:

- Group insurance up to \$6000.
- Free hospitalization
- Disability benefits



CRAWFORD H. ELLIS
President

EDWARD G. SIMMONS
Executive Vice-President

KENNETH D. HAMER
Vice-President & Agency Director



For information Address
CHARLES J. MESMAN
Superintendent of Agencies

PAN-AMERICAN
LIFE INSURANCE CO.

NEW ORLEANS, U. S. A.

FIDELITY

A WELL-BALANCED COMPANY



Balance Speeds Progress.
The better the balance...
the easier the progress.
Fidelity is
a well-balanced company.

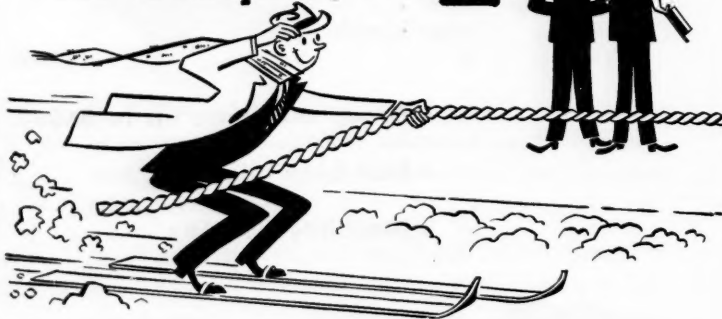


75th
Anniversary
1878 - 1953

The FIDELITY MUTUAL LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA

"Sure, Wilbur's a hustler. But he's also helped by that line!"



Wilbur knows that the best of agents can go places faster if they hook up with a "line" of insurance with built-in sales appeal!

Incidentally, if you want to team up with a company that's going places, perhaps Wisconsin National Life is the place for you. You'll like the "line" you will have to sell. You'll like our Retirement Income pension plan, our group life insurance plan for agents, the attractive contracts with liberal renewals and lifetime service fees. Write to our Director of Agencies, Wm. J. W. Merritt, C.L.U.

WISCONSIN NATIONAL LIFE INSURANCE CO.

Home Office: Oshkosh, Wisconsin

General Agency Openings in

WISCONSIN, MICHIGAN, ILLINOIS, INDIANA, MINNESOTA

NEWS OF COMPANY MEN

Home Life, Philadelphia, Revises Field Setup; Names 7 Ass't V.P.'s

Home Life of Philadelphia has advanced seven agency department officials to assistant vice-president as part of a reorganization of its field force into four divisions which replace the former three divisional branch offices.

Manus G. Gallagher, Louis C. Schleicher, Joseph A. Aviccolli and Edward J. O'Hearn each will head one of the new field divisions. William P. Shea, Jr., will be in charge of field development, Joseph J. Diamond will be responsible for education and sales promotion, and John J. Hopkins will handle conservation, publicity, sales contests and other agency department duties.

Mr. Gallagher, with the company for 35 years, started as inspector in Pennsylvania and later served as district manager at Scranton, Reading and Pottsville. He has been agency secretary since 1943.

Mr. Schleicher went with Home Life in 1921 as an agent at Scranton, becoming agency secretary in 1943.

Starting as an agent in Philadelphia in 1933, Mr. Aviccolli was named manager at Germantown in 1941 and after several more responsible managerial positions became agency secretary early this year.

Mr. O'Hearn has been with the company since 1931, beginning as an agent at Allentown. In 1943 he was named manager at Lebanon and when the company opened its Bethlehem office in 1946 he was named manager. He became assistant agency secretary last October.

Joining the company in 1935, Mr. Shea held various managerial posts before being named assistant agency secretary in 1948.

Starting at the home office in 1924, Mr. Diamond later held field posts before being named assistant secretary in 1943. He has been educational director since 1946.

Mr. Hopkins went with the com-

pany's actuarial department in 1924, later becoming claims manager and field auditor. In 1946, following naval discharge, he became publicity manager and editor of field publications. He subsequently was appointed conservation director and assigned other agency department duties.

Kraemer, Allarea Promoted By Continental Assurance

Continental Assurance has promoted Charles W. Kraemer to assistant superintendent of agents, field service division, and Peter M. Allarea to agency assistant, Pacific Coast department.

Mr. Kraemer joined Continental in 1949 as one of the first two men in the company's training program. In 1949 he was named agency assistant at Los Angeles for the Pacific Coast department, where he had been located until last month. Mr. Kraemer is a graduate of the L.I.A.M.A. school in Pasadena.

Mr. Allarea, who will replace Mr. Kraemer in California, was formerly agency assistant in the Chicago home office. He is an air force veteran.

Great Southern Ups Four

A. F. Mitchell, vice-president and actuary of Great Southern Life, has been elected a director. He has been with the company for 33 years.

The company also has promoted Jack C. Harris to assistant vice-president and Walter S. Gordon to assistant treasurer. Mr. Harris has been with the company for more than 22 years, and Mr. Gordon for more than 23 years.

Jacques M. Winters has been named assistant actuary.

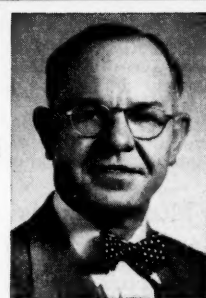
Llewellyn, Teale Raised

Changes in the home office of Occidental Life of California include: John A. Llewellyn named special assistant to Vice-president J. P. Dandy; and Charles E. Teale appointed manager of the company's group renewal underwriting department.

Mr. Llewellyn, assistant secretary,

Life with

OLD LINE LIFE

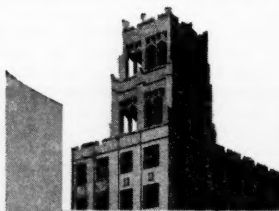


ARTHUR C. MEYER

ARTHUR C. MEYER AGENCY Antigo, Wisconsin

- * Over 50% of agency staff qualifies each year for Star Leader Club.
- * Three agents have consecutive weekly production records of 10, 7, and 6 years respectively.

In 8 different years the Meyer Agency ranked among the top 3 for outstanding production. The 5 Meyer brothers—Arthur, Albert, Floyd, Orrie, and Royal, together with their father, William—have served the agency department of Old Line Life for a combined total of 95 years!



LIFE - ACCIDENT - HEALTH - HOSPITAL

has been assistant group superintendent since 1948. He joined the company in 1939 and was elected assistant secretary in 1951. Mr. Teale joined Occidental Life in 1946 as group underwriter. He had served in the same capacity for eight years with Equitable Life.

Bell Succeeds Hardin for Continental Amer., Houston

Spurgeon E. Bell has been advanced from vice-president to president of Continental American Life of Houston, succeeding Linus F. Hardin who becomes vice-chairman.

J. D. Garner, Jr., agency director, was advanced to vice-president and director of agencies.

Atkinson Vice-President

E. G. Atkinson has been appointed vice-president and agency secretary of United Bankers Life of Dallas. He joined the company in 1950 as agency secretary and has been in life insurance since 1920. He went to Dallas from Peoria, Ill., in 1949.

Bailey Choate of Sweetwater, Tex., was appointed associate director.

Equitable Ups Dempsey

T. J. Dempsey, Jr. who has been in the field at Rochester, N. Y., for the group department of Equitable Society, has been brought into the home office as assistant manager in the group department.

Staude Goes With World

Lou Staude, who has been assistant manager of the Philadelphia agency of Mutual Benefit H. & A. and United Benefit Life, has gone with World of Omaha at its home office. His work will be along the lines of recruiting and training of agents, promotion and publicity.

He started with Mutual Benefit in

1941 at Miami, Fla., and since 1944 has been the right hand man of the late D. Stuart Walker at Philadelphia, in charge of recruiting, training and promotional operations.

London Life Names Weir Assistant General Manager

London Life has appointed Harold I. Weir assistant general manager and superintendent of agencies. Mr. Weir succeeds the late W. C. Laird in the direction of the company's industrial, ordinary and group sales staffs.

Mr. Weir joined London Life as district supervisor at Owen Sound in 1933. He served as district supervisor at Kitchener and district manager at Ottawa and Toronto. In 1941 he was appointed assistant superintendent of agencies and in 1946 he became superintendent of agencies.

Amer. General Promotions

American General Life of Houston has named Vice-presidents R. L. McElhannon and R. L. Davis directors. They have spent their entire business careers with the company. Mr. McElhannon for 23 years and Mr. Davis for 20 years.

In addition, R. F. Strater, M. L. Durban and Glen Wood have been promoted from assistant secretaries to secretaries, and Paul Pennington has been appointed assistant secretary.

Royster Promoted to Manager

Charles F. Royster has been promoted to manager of the premium notice division of Jefferson Standard.

Mr. Royster, who has been acting manager, started with Jefferson Standard in 1950 as a special clerk in the premium notice division.

• George Jeffries has been named assistant secretary of Universal Life & Accident.

• Lester C. Gerig has been promoted to director of agents for Brotherhood Mutual of Fort Wayne, Ind. He succeeds M. Rupp, who has been renamed executive secretary for the company. Mr. Gerig has served as agency supervisor for six years.

• William C. Turpin has been elected vice-president and counsel of Bankers Health & Life of Georgia.

• J. E. Gavin has been elected to the newly created post of general manager and assistant secretary of Shield Life of Fort Worth.

Ernest C. Gill, president of Canada Life, has been elected a director of Western Assurance of Toronto.

Busy Week for Fluegelman

This week's speaking schedule for President David B. Fluegelman of National Assn. of Life Underwriters included the following five association gatherings: Monday, New Orleans, dinner meeting; Tuesday, Memphis, luncheon; Wednesday, St. Louis, luncheon; Thursday, Chicago sales congress; Friday, Cincinnati sales congress.

Holds 1st Group Seminar

General American Life held a special home office group seminar for field representatives, the first meeting of this nature it has held.

President Powell B. McHaney reviewed the company's achievements in the group field and announced a contest among representatives for new group life. Emil E. Brill, vice-president in charge of the group division, as well as other home office men, also spoke.

EVERYONE'S TALKING!



OUR GENERAL AGENTS—
ABOUT CROWN LIFE'S

- Lower rates
- New Policy Plans
- Greater Opportunities

BROKERS AND SURPLUS WRITERS—ABOUT CROWN LIFE'S

—Ability to provide the extra services they need.

POLICY OWNERS—ABOUT CROWN LIFE'S

- Low cost protection
- Understandable policies
- Our outstanding record of achievement

For comparisons at a glance — ask for Crown Life's dial-a-rate card — rates at all ages for most plans with a flick of the finger.

We are talking about further expansion.

CROWN LIFE
INSURANCE COMPANY
HOME OFFICE, TORONTO, CANADA

Over One Billion in force in our 52nd year

Licensed in: Alabama, Alaska, Arizona, California, Colorado, District of Columbia, Florida, Hawaii, Idaho, Indiana, Kansas, Louisiana, Michigan, Minnesota, Mississippi, Missouri, New Jersey, New Mexico, North Dakota, Ohio, Oregon, Puerto Rico, Texas, Virgin Islands, Washington.

And now licensed in the states of Maryland and Georgia.

OUTSTANDING OPPORTUNITY!

SALES MANAGER — Promotional type to train, develop and direct large specialized Sales Force in several Western States.

Terrific Combination "Package" sale of life insurance and stock in small loan corporation.

Program offers tremendous returns to investors.

Top bracket income to the man selected.

This is an Old Line—Legal Reserve Life Insurance Company.

Confidential—Box R-64, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

HERE'S YOUR KEY

TO

The Shamrock
AND A WELCOME
WIDE AS TEXAS

Low package room rates for week-ends.

The Shamrock
HOUSTON

GLENN McCARTHY, President FRANK H. BRIGGS, V. P. and Gen. Mgr.



**In Colonial days
they made
their own...**

Accounts of early American settlers show that most of the necessities of life were made right at home.

Today, mass-production and specialization have taken the place of the self-sustaining homes in providing those necessities. In the Southeast, great and small industries alike are turning out clothing, foods, steel, and thousands of other items used daily.

And in the Southeast, from the Potomac to the Gulf of Mexico, Liberty Life representatives are helping an increasing number of people—in all walks of life—to provide "Financial Freedom for the Family."



FOUNDED 1905

LIBERTY LIFE

INSURANCE COMPANY

Home Office

GREENVILLE, SOUTH CAROLINA

**ACCIDENT
HEALTH
HOSPITAL**
combined with
LIFE

**NON-CAN
COVERAGE!**

Complete coverage with
Double & Triple Indemnity,
Waiver of Premium. Pays
\$20 monthly per \$1000
Life coverage.

Brokerage Business Invited!

For particulars write to: WM. D. HALLER,
Vice President and Agency Manager

UNITED
LIFE AND ACCIDENT
INSURANCE COMPANY

Concord, New Hampshire



Second MDRT Qualifying List Carries 424 Names

(CONTINUED FROM PAGE 1)

Angeles; Edward F. Gore, Franklin Life, Ft. Lauderdale, Fla.; Theno F. Graves, New York Life, Los Angeles; Louis Gutmann, Penn Mutual, Cincinnati; L. Harry Harris, Northwestern Mutual, Los Angeles; William C. Hartman, Jr., National Life of Vermont, Athens, Ga.; Wayne E. Hibbard, Pacific National Life, Portland, Ore.; William Hicks Prudential, Anniston, Ala.; Lyman B. Hughes, Continental Assurance, Des Moines.

Edgar W. Kayser, Jr., Aetna Life, El Paso, Tex.; Patrick F. Koenigsberger, Mutual Life, Beverly Hills, Cal.; John W. Kosena, New York Life, Butte, Mont.; Sol Kolodny, Ohio National Life, Cincinnati; Kenneth E. Lake, Home Life of New York, Salt Lake City; Harvey L. Lee, Prudential Assurance, Montreal; Adele O. Levy, United Benefit Life, New Orleans; J. Ervin Lewallen, Mutual Benefit, Miami; Edmund W. Lienke, Connecticut General, Minneapolis; Frederick R. Lindquist, Mutual Benefit Life, Denver; Richard N. Link, Minnesota Mutual, Los Angeles; R. Otto Linker, Penn Mutual Life, Charlotte, N. C.; Albert Lloyd, New York Life, New York; Roy Lockhart, Aetna Life, Birmingham, Ala.

James C. McFarland, Ohio State Life, Cincinnati; William L. McKechney, Northwestern Mutual, Chicago; William J. McLane, Berkshire Life, Indianapolis; Tom McNeil, Mutual Life, Dallas; Wilbur S. Marshall, Northwestern Mutual, Colorado Springs; Edwin F. Maxwell, Bankers Life of Iowa, Detroit; D. B. Meadows, Jr., Jefferson Standard, Corpus Christi; Alvin R. Meyer, Indianapolis Life, Indianapolis; Thomas J. Miles, Guardian Life, Tampa, Fla.; Beach Musser, Equitable Society, Kansas City; Dan Nelson, Northwestern National, Minneapolis; Harold M. Noaker, Ohio National Life, Canton, O.; Harold S. Norman, Great-West Life, Detroit; John N. Oliver, Great-West Life, Dallas; Hunter C. Parker, New York Life, Honolulu.

Malcolm L. Pech, Northwestern National, Houston; Robert L. Pilon, John Hancock, Bethlehem, Pa.; J. Donald Plunkett, Provident National, Reading, Pa.; French S. Pruitt, Great National, Lubbock, Tex.; Thomas R. Quilter, Aetna Life, Detroit; M. Jay Ream, Mutual Benefit Life, Pittsburgh; Thurman A. Ritenour, Kansas City Life, Beaumont; Richard A. Rosenthal, Mutual Life, St. Louis; William T. Rosenthal, Life of Virginia, New York; Earl P. Rubini, Metropolitan, Huntington, N. Y.; Ralph H. Ruch, Mutual Life, Louisville, Ky.; George W. Saam, Great Southern Life, Fort Worth, Tex.; Bert J. Schaefer, California-Western States, San Diego; LeRoy E. W. Schaefer, New York Life, Santa Ana, Cal.; Joseph Schwartz, Independent, Los Angeles.

Ellis J. Sherman, Northwestern National, Minneapolis; S. Robert Sientz, New England Mutual, New York; Johnny S. Sierra, Great Southern Life, Dallas; William J. Simpkins, Jr., Franklin Life, Columbus, Ga.; Solomon Smith, Northwestern Mutual, Boston; Charles F. Stansberry, Jr., Northwestern Mutual, Joliet, Ill.; Don T. Steele, Sr., Northwestern Mutual, Dubuque; Benjamin L. Stern, New England Mutual, New York; James M. Sullivan, Massachusetts Mutual, Wichita; Beecher C. Swalm, Continental Assurance, Houston; T. Averett Taylor, Massachusetts Mutual, Columbus, Ga.; M. Laffin Tompkins, London Life, Calgara, Alta.; Stanley S. Trotman, Northwestern Mutual, New Haven, Conn.; Jack VanBuskirk, Security Life & Trust, Norfolk, Va.; John W. Walden, Massachusetts Mutual, Columbus, Ga. Herman Watson, Franklin Life, Fort Payne, Ala.; Stanley S. Watts, Equitable Society, Norfolk, Va.; Floyd C. Weber, Aetna Life, Postoria, O.; Herbert E. Whalen, Jr., Northwestern Mutual, Dayton, O.; Wendell K. Whipple, Connecticut Mutual, Perry, Ga.; Troy N. Whitehurst, Commercial & Industrial Life, Houston; Adrian A. Wiley, American National, San Diego; Earl Winburn, New York Life, Pasadena, Cal.; J. W. Wood, Massachusetts Mutual, Nashville; R. Edwin Wood, Phoenix Mutual, San Francisco; Keith A. Yoder, New England Mutual, Elkhart, Ind.

Life & Qualifying First Time

Emmette E. Biscamp, Franklin Life, Beaumont; Robert L. Blue, Continental Assurance, Miami; Norbert J. Busch, Prudential, Manhattan, Wash.; Robert S. Caulkins, Connecticut Mutual, Cleveland, O.; Rollin T. Cayce, Great Southern Life, Houston; Joseph N. Desmon, John Hancock, Buffalo; James J. Durkin, Sr., Philadelphia Life, Dallas, Pa.; Edward F. Fendt, Equitable Life of Iowa, Chicago; William B. Ferrell, Home Life of N. Y., Richmond, Va.; Walter E. Fox, Union Central, Chicago; Clyde H. Fuller, Northwestern Mutual, Milwaukee; Paul E. Garrett, Ohio National, Spokane; Avery D. Gentle, New York Life, Ithaca, N. Y.; Henry Ginsberg, Gulf Life, Miami; Lusk G. Hardy, Imperial Life, Toronto.

Mark B. Higgins, Equitable Society, Pittsburgh; Alfred S. Howes, Connecticut Mutual, New York; Russell W. Huether, Franklin Life, St. Louis; William B. Jadden, New England Mutual, Los Angeles; Herbert V. Kibrick, Continental American, Wilmington, Del.; Daniel P. Kreer, Fidelity Mutual, Chicago; Frank Lazarus, Paul Revere, Providence, R. I.; Joe S. Maryman, Aetna Life, Little Rock, Ark.; Kenneth L. Means, State Mutual Life, Chicago; James K. Petrie, New England Mutual, Baton Rouge, La.; Allan F. Rayner, London Life, Toronto; Joseph C. Richard, Equitable Society, Lawton, Okla.; Adam Rosenthal, General American, St. Louis; Charles T. Rothermel, Jr., John Hancock, Chicago.

Frank J. Rubenstein, Equitable Society, Baltimore; Robert M. Saville, Massachusetts Mutual, Plainfield, N. J.; Henry F. Silver, Mutual Benefit Life, New York; Harry E. Thoms, Jr., Philadelphia Life, Norristown, Pa.; William

N. Thurman, Mutual Benefit Life, Atlanta; Andrew L. Wolf, Business Men's Assurance, Flagstaff, Ariz.; John Zima, John Hancock, Washington.

Life & Qualifying Repeating

Lawrence E. Andersen, Equitable Society, Pasadena, Cal.; David W. Ashley, Northwestern National, Fort Worth; Paul Audet, Prudential Assurance, Quebec City; Daniel Auslander, Massachusetts Mutual, New York; Myron H. Beitman, Continental Assurance, Harrisburg, Pa.; Nathan S. Biesstock, Massachusetts Mutual, New York; Fred Brand, Jr., Connecticut Mutual, Pittsburgh; Reed W. Branton, New York Life, Salt Lake City; John E. Bromley, Massachusetts Mutual, Battle Creek, Mich.; Robert W. Brooks, New England Mutual, Erie, Pa.; Royall R. Brown, Northwestern Mutual, Winston-Salem, N. C.; T. James Brownlee, Equitable Society, St. Louis; Eunice C. Bush, Mutual Life, Baton Rouge, La.; Richard W. Campbell, Fidelity Mutual Life, Altona, Pa.; Walter R. Cavanaugh, North American Life, Detroit.

Edward S. Churchill, Northwestern Mutual, Hartford; John E. Clayton, Massachusetts Mutual, Newark; Erle L. Collins, New York Life, San Francisco; Norman Cowan, Imperial Life, Toronto; Clarence E. P. Crauer, Northwestern Mutual, Poughkeepsie, N. Y.; Shirley R. Dashiell, Lincoln National, Norfolk, Va.; Robert A. Davies, New York Life, San Francisco; Arnold Domenitz, New York Life, New York; Paul H. Dunnagan, Canada Life, Minneapolis; Merton Durant, Canada Life, Toronto; Andrew J. Elder, London Life, Toronto; John H. Fargason, Great Southern, Houston, Tex.; Ben Feldman, New York Life, East Liverpool, O.; A. C. F. Finkbner, Jr., Northwestern Mutual, Philadelphia; Robert C. Fyke, Independent, Los Angeles.

Alex J. Geisenberger, Connecticut Mutual, Dallas; Russel G. Gohn, Philadelphia Life, York, Pa.; Edwin T. Golden, New York Life, San Francisco; Ira Averill Hagenbuch, New England Mutual, Los Angeles; James G. Harding, Northwestern Mutual, Portland, Ore.; Richard B. Hardy, Connecticut Mutual, Lima, O.; Carl E. Harris, Equitable Society, Chicago; John O. Hawkins, New York Life, St. Louis; Paul Heymann, New York Life, Providence, R. I.; John D. Hibbard, Mutual Benefit Life, Grand Rapids; Norman R. Hill, Northwestern Mutual Life, Seattle; Hubert N. Hoffman, New York Life, Arlington, Va.; Robert C. Holland, New York Life, New York; Gerald A. Hollman, American National, Norman, Okla.; Harold G. Horn, Business Men's Assurance, Portland, Ore.

Owen P. Jacobsen, New England Mutual, New York; Bernard Jaffe, Penn Mutual, San Francisco; Wm. E. Johnson, Jr., Mutual Benefit Life, Nashua, N. H.; E. Leigh Jones, Massachusetts Mutual, Detroit; James P. Joyce, Phoenix Mutual, Holyoke, Mass.; Gustave Jay, Independent, Newark; Nate Kaufman, Indianapolis Life, Shelbyville, Ind.; John Kellam, National Life of Vermont, New Canaan,

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To organize and direct agency operations for Old Line—Legal Reserve Life Insurance Company Specializing exclusively in selling Military Personnel the best group of Policies on the market.

Must be experienced in this particular field and be capable of obtaining a large volume of sales.

Company is capable of accepting an unlimited amount of volume.

Excellent opportunity both from a monetary and future security viewpoint for the right man.

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Continental Casualty Company, Continental Assurance Company
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At Home Office of a young midwestern "old-line" company having near \$50 Million of Ordinary insurance in force and for proposed 5-state area operation on general agency plan—to direct life sales development and carry to the field his share of the agency administrative and training program. Position requires man between ages 38 and 45 well-qualified in life agency department operations who has had experience as assistant agency director in a home office, or as a multiple-state field supervisor or state agency sales manager. Prefer LIAMA training experience.

Position will pay: Top 4-digit guaranteed salary plus incentive bonus, to earn substantially in excess of \$10,000 income the first year with yearly increasing earned income opportunity stipulated.

Complete experience history requested by return letter. Prefer send photo too. Replies entirely confidential. Our agency department knows of this advertisement opportunity.

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Life — Health — Accident — Hospital

Hills, Cal.; Julius Nadler, Union Labor Life, New York; A. Jack Nussbaum, Massachusetts Mutual, Milwaukee; William P. Parr, John Hancock, Baltimore.

Aubrey Peters, New York Life, Chicago; Ray S. Peters, Jefferson Standard, Denver; Walter T. Pleasants, John Hancock, Peoria; Edwin T. Proctor, Northwestern Mutual, Nashville; Carl D. H. Prussing, Connecticut General, San Francisco; Alfred Pugno, Mutual Life, Fremont, Mich.; Charles E. Purdy, Jr., independent, Minneapolis; James F. Ramsey, Connecticut Mutual, Chicago; Lloyd Ramsey, Mutual Benefit Life, Memphis; Hyman Rogal, independent, Pittsburgh; E. E. Sammons, United Fidelity Life, Dallas; Ernest H. Slaybaugh, Northwestern Mutual, Yonkers, N. Y.; Ben Smick, American United, Spokane; Clarence E. Smith, Northwestern Mutual, Chicago; Stuart F. Smith, Connecticut General, Hartford.

Harry W. Stanley, Equitable Life of Iowa, Wichita; Samuel C. Steinman, Northwestern Mutual, Chicago; Dix Teachenor, Kansas City Life, Kansas City; Loyd W. Uebele, Northwestern Mutual, Chicago; John M. Uter, Equitable Life of Iowa, Seattle; H. Bruce Veazey, Indianapolis Life, San Antonio; Roe Walker, Northwestern Mutual, Milwaukee; Clyde R. Welman, National Life of Vermont, Memphis; Jerry Wertheimer, United Fidelity Life, Dallas; J. Kenneth Wyard, John Hancock, Peoria; Earl Zebley, independent, Wynnewood, Pa.

ASSOCIATIONS

Sales Caravans Sponsored By California Associations

Two sales caravans, one launched by the California State Assn. of Life Underwriters, and the other by the northern California association, met in different parts of the state Thursday.

The Pasadena-San Gabriel association, meeting in Santa Anita, entertained the California state association, whose speakers stressed the theme, "Opportunity for Me in 1953." Addressing agents were A. J. Gillette, general agent at San Diego for Connecticut Mutual Life and vice-president of the state association; Richard L. Van Cleve, Massachusetts Mutual; Phillip Sallin, Metropolitan Life; Irving F. Walradt, Northwestern Mutual, and Jack M. White, manager, ordinary department, Prudential, and president of the Los Angeles association.

The northern California caravan met for breakfast Thursday with the San Francisco association and for lunch with the Oakland-East Bay group.

Speakers were: Harry R. Pinney, manager at Oakland for Bankers of Nebraska; Paul R. Oram, industrial agent at Concord for Prudential; David K. Gilmore, Oakland attorney and director of the East Bay Trust & Estate Council; Robert G. Wall, manager at San Francisco for Union Central; and Joseph J. Ternes, promotion manager Oakland Tribune.

Ready L. A. Congress Card

The program has been arranged for the sales congress to be sponsored by Los Angeles Assn. of Life Underwriters March 25.

Speakers will include David Ward, Los Angeles agent; H. P. Gravengaard, editor of the Diamond Life Bulletins; Harry Syphus, Beneficial Life, Salt Lake City, and Rev. Dr. Louis Evans. There also will be a Million Dollar Round Table panel presided over by Ron Stever, Equitable Society, Los Angeles.

Discuss Military Selling

A panel discussion on the writing of life insurance on military bases was staged by San Antonio Assn. of Life Underwriters. Military bases in the area were represented by officers from the rank of general to lieutenant. Association participants were Jack Foster, Lincoln National Life; C. H. Killen, New York Life; LeRoy Mumme, Jefferson Standard Life, and C. Stanley Price, Equitable Society.

Mr. Foster noted that the problem of regulating agents selling on military bases is becoming more acute as the

number of companies writing such business increases. He said that only through cooperation with regulations of the commanding officer can such selling be done on a business basis.

Mr. Killen advised soliciting R.O.T.C. youths so that when they are called into service the agent won't be hampered by underwriting restrictions and base regulations.

Mr. Mumme favored solicitation by appointment only, with the agent always being prepared to offer information concerning N.S.L.I. Mr. Price amplified the idea that the agent should make every effort to provide service even if there is no sales possibilities.

Richmond Assn. is '60'

Living past-presidents of the Richmond Assn. of Life Underwriters were guests at the 60th anniversary celebration of the group. The program included a sales congress and a luncheon session.

Speakers were Ralph G. Engelsman, former Penn Mutual general agent, New York City, who conducted the sales congress, and Grant L. Hill, vice-

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An opportunity exists for an aggressive man who is qualified to do agency supervisory work in the states of Ohio and Indiana for a medium size mutual legal reserve life company located in the mid-west. If you have a record of success in recruiting, training and selling and would like an opportunity for advancement, write indicating age, marital status, business and educational background and salary desired. All replies confidential. Address P-98, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

OUTSTANDING OPPORTUNITY for an experienced life insurance agency director or general agent to become Director of Sales for multiple legal reserve company with \$175,000.00 capital. Must have at least two years experience in military sales and ability to appoint and supervise salesmen. Liberal salary, commissions, overrides and bonus arrangements. All replies will be handled on a confidential basis. If interested, write to Box R-63, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill., stating your qualifications and complete details as to previous experience.

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No. Cal. Leaders Elect

Jules L. Routbort, Penn Mutual, chairman of the education committee, San Francisco Life Underwriters Assn., has been elected president of the Leading Producers of Northern California succeeding Virginia Wood, Northwestern Mutual Life. Arnold L. Panella, Penn Mutual, is vice-president; Jay F. Hale, Mutual Life, secretary. At the annual meeting it was revealed that the average production of members was in excess of \$600,000.

Lansing, Mich.—James A. Hands, vice-president of Franklin Life, in a talk noted that life companies now are tailoring coverage and service to the wants of the insurance buyers. He said his company has been exceptionally successful by "throwing the book away" so far as following stereotyped methods and practices is concerned. Mr. Hands is the son of the late Leonard T. Hands, former Michigan commissioner.

Johnstown, Pa.—At a dinner meeting, Clem J. Reiman, General American, historian of the Past Presidents Club, spoke on "Looking Backward" and Winston Emerick, New England Mutual, past president and N.A.L.U. trustee, on "Looking Ahead."

Buffalo—Francis T. Fenn of National Life of Vermont, Hartford, discussed how to grow in the life business.

Austin, Tex.—The association observed its silver anniversary by honoring four charter members who still are selling life insurance and are active members. They are Gus Urbantke, Aetna Life; W. D. Foster, Atlantic Life; Ben Pierce, Mercantile Life, and A. L. White, Ohio National. In addition, the skit, "Paralyzed Partner", taken from L.U.T.C., was presented.

Cleveland—The association has a new publication named "Agents' Report". The mimeographed monthly replaces the old card bulletin on meetings, features a president's box, and has items on deaths, awards, changes as well as gossip. It is written by John Olsen, Sun Life of Canada.

The association has named Arnold F. Laut, Life of Virginia, as "Man of the Year".

Newark—Robert U. Redpath, million dollar producer of Connecticut Mutual, New York, spoke March 19 on "Profitable Insurance Selling."

Pittsburgh—Sadler Hayes, agent at New York City for Penn Mutual, discussed "Building a Life Insurance Business".

Houston, Tex.—A check for \$100 was presented to University of Houston by the association to furnish books on life insurance for the university library. This followed a gift by the group of \$200 to the library fund.

Charlotte, N. C.—Dr. O. C. Hendrix, associate medical director of New England Mutual, addressed the association.

Paris, Ill.—The Eastern Illinois association heard Jack Stoltz, district agent at Bloomington for Northwestern Mutual, and member of the Million Dollar Round Table.

Goodland, Kan.—Six members of the Plainsmen association are planning for their C.L.U. examinations in June.

San Francisco—David B. Fluegelman, president, National association, will be main speaker at the April 23 meeting, at which new officers will be elected. They will be installed at the June meeting, when B. N. Woodson, managing director of the National group, will speak.

The local association has developed a tape-recording rental library consisting of excerpts of addresses delivered at the January northern California sales congress and major talks given before the association since the recorder was acquired.

The association is making a study to determine the possibility of centralizing and coordinating meeting of the various sections of the group. "Too many associations within one association" is feared and major bodies of the San Francisco C.L.U. and Leading Producers are suffering from lack of attendance.

Leavenworth, Kan.—Jerry Pearson, general agent at Kansas City for Massachusetts Mutual, spoke. Member E. Bruce Brunson was honored upon completing 25 years with Northwestern Mutual.

Oakland, Cal.—Underwriters from adjacent cities, who are members of the Oakland-East Bay association, are meeting in their own cities with members of the association in a series of "round tables". Meetings have been held in Contra Costa and Martinez, and another is planned for April 10 at Berkeley,

which underwriters from Albany and Richmond will attend. The Oakland-East Bay group will hold its annual Life Insurance Sales Forum May 21. Underwriters throughout northern California are expected to attend.

Topeka, Kan.—Edwin Lewis, superintendent at Kansas City, Mo., for Provident Mutual, spoke. Among the association's activities are funds for flood relief in Holland and distribution to Topeka schools of the booklets, "What Life Insurance Means" and "Moderns Make Money Behave."

Guardian Life Leaders Hold Regional Meet at Savannah

More than 100 top Guardian Life producers gathered at Savannah for the three-day eastern regional meeting of the company's Leaders Club.

Sales awards were presented by President James A. McLain at the opening session. H. Grady Chapman and David E. Rikard, both of Columbia, S. C., followed with talks on retirement income, and James P. Poole of Atlanta, club president, spoke on "Sell Lives—Volume Follows". Vice-president Frank F. Weidenborner was chairman.

Panels on estate planning and A. & H. featured the program of the second day. Walter R. Wilkinson, manager at Syracuse, and John J. Sutton, also of Syracuse, and Julius M. Eisendrath and Robert L. Spaulder, managers at New York City, participated in the estate panel. A. & H. panel members were Gerald S. Parker, secretary of the A. & H. department; Clyde D. Harrison of Washington, D. C.; Maury Kusnitz, Providence, and Kenneth R. Thompson, agency assistant.

Talks were also given by John C. Slattery, director of public relations, and Harvey F. Jarchower of Jacksonville. Chairman for the day was Paul E. Van Horn, director of field training.

Edwin J. Phelps, agency director, and chairman for the final session, presided over talks by Robert Kruh, manager at Newark; Earl W. Cryer, training supervisor; Leland R. Boyce, Albany, and David Sugarman, New York City.

An address by Mr. McLain concluded the meeting. The western regional gathering has been set for Colorado Springs in June.

Round Table Hour to Be Conn. Congress Feature

The Round Table Hour will be a special feature of the sales congress at New Haven April 1 of Connecticut Assn. of Life Underwriters.

With Herbert P. Karlsruhe, New York Life, Hamden, Conn., as chairman, panel members are Francis T. Fenn, Jr., National Life of Vermont, Hartford; Frank L. Crowell, Mutual Benefit, Norwich; Edward S. Churchill, Northwestern Mutual, Hartford; Robert A. Flynn, Connecticut Mutual, New Haven, and Clarence R. Lake, New England Mutual, New Haven.

Other speakers for the sales congress will include Frank B. Maher, vice-president of John Hancock; David B. Fluegelman, president of N.A.L.U., and Rev. Michael McPhelin, dean of the school of business at Fordham University.

Bailey Heads Texas Insurer

New president of American Republic Life Underwriters of San Antonio is Neill E. Bailey. American Republic owns Community Life which was moved to San Antonio from McAllen following its purchase last year.

Mr. Bailey also is 1st vice-president of United Services Automobile Insurance Assn.

M. P. Wilson, a San Antonio oil producer and former agency director for Pioneer American Life, and Robert Goode, general agent of Community Life at Houston, have been elected directors.

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1. LOW NET COSTS
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What do you know about "SS"?

You may have a fortune coming to you under Social Security. Do you know exactly how much under varying conditions? If you do, research men will say you are one in twenty. Only 5% of the people eligible for benefits know exactly what they can expect.

YOU LOOKED, DIDN'T YOU?

Why? Probably because there is something about a clipping most of us can't resist.

It was that "something" we here at North American had in mind in creating our "Minute Mailer"—new pre-approach tool for Nalacs who like to warm up their prospects in advance.

Messages relate to popular markets—social security, retirement, income replacement. They are set up to simulate clippings from the business section of the newspaper.

Underwriter has only to select suitable "clip", put it into the Minute Mailer folder, tuck his card in and—presto—there it is, an intriguing, hard-hitting piece of mail, all set to do a job for him.

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J. E. SCHOLEFIELD, Vice-President
Director of Agencies

LIAMA Told Management Progress at Field Level Vital

(CONTINUED FROM PAGE 1)

was Travis T. Wallace, president of the Great American Reserve. The panelists presented methods used by their companies for managerial development.

One company's system of manager training was outlined by Clarence J. Skelton, vice-president and director of agencies of Republic National.

Mr. Skelton discussed two plans in use by his company, one consuming two weeks and the other several months. Both plans demand that the manager-recruit maintain residence in close proximity to the company's home office in Dallas during his training period and both envisage a strict eight-hour day at study and activity, together with homework.

Certainly, Mr. Skelton said, "there are no two training programs alike" but the one developed by Republic National "seems to fit our pattern of operation . . . all individuals like to develop their ideas; therefore, it is normal that training methods vary in each company."

Mr. Skelton recognized that management today is not limited to recruiting, training, and supervision, but encompasses understanding, leadership, selling skills, prestige building, etc. An outstanding virtue of Republic National's program is that usually not more than one man is in training at the home office at one time.

As a rule this is the program followed by the manager-recruit in the two-week schedule: First week: introductions to company men, visits to all company departments, study and discussion of policies, settlement operations, premiums, and fundamentals of policy processing. Second week: studying methods of recruiting, training, supervision, financing of agents, and termination of agents; maintenance of morale and individual and group motivation.

Once assigned to a branch office a member of the agency staff remains with the new manager for a time deemed sufficient by the company. This period usually ranges from one to four weeks, Mr. Skelton said.

"There are no quick answers for selecting, inducting and developing the general agent," Mr. Merritt said, "other than the fact that we believe the development will gradually come when we train him in small functional groups, working constantly toward the correction of his particular basic problem. We are frank to admit that it is a real challenge. Sometimes we are momentary doubters and wonder just how much and how long we should continue such training. Men with potentials in the field of selling and supervision are also pretty self-confident individuals and are apt to wonder whether they themselves need more training."

Tuesday morning speakers, with Mr. Keare presiding, were S. Rains Wallace, Jr., director of research L.I.A.-M.A.; Glen Wallace, superintendent of

agencies, the Great American Reserve, and A. H. Moffat, superintendent of agencies, National Life of Canada.

After six months of a sales management plan started last September, Great American Reserve increased production per agent more than 30%, Glen Wallace, superintendent of agencies, stated in his talk. He said the program is based on planned and continued training, plus "supervision based on facts."

Mentioning that the company's agent production was highest in the first quarter and lowest in the eighth quarter of the contract period, Mr. Wallace said the company revised its operations where they affected knowledge, attitude skill and habits of agents. Greater emphasis was put on each element for a longer period of time, as well as an early development of the agent.

The speaker pointed to three reasons why agent production decreases after the first year: Often agents early exhaust their natural prospects; training and supervision during the agent's second year is not properly distributed, and agent motivation does not remain at the same high pitch.

A chief feature of Great American Reserve's plan, as described by Mr. Wallace, is the assumption that a man will hit a slump about the sixth month, or at best fall to produce more the second six months than he did the first six months. If this occurs, the agent is interviewed, his problems analyzed, and a thorough study made as to the type of business he has solicited and methods used. This results in an accurate picture of the agent's progress, methods and results, enabling him to objectively evaluate his performance.

That afternoon Harry S. McConachie,

vice-president and superintendent of agencies, American Mutual Life, immediate past chairman of the small companies committee, presided over a two-section panel on marketing life insurance with monthly premiums and with package sales. Chairman of the monthly premium panel was Kenneth D. Hamer, vice-president and agency director, Pan-American Life. Members were George F. Adams, field agency manager, Amicable Life; R. W. Knechtel, superintendent of agencies, Monarch Life of Canada, and J. W. Link, president, Lafayette Life.

Package sales chairman was Mr. Whitbeck. Members were M. K. Kenny, general superintendent of agencies, Excelsior Life; John P. Furedy, director of life agencies, Beneficial Standard, and John Weaver, manager of Iowa Life.

Mr. Hamer said there has been a marked increase in monthly premium life insurance. The questions to be answered, he added, deal with whether monthly business is increasing industrywide, is being discouraged or encouraged by individuals, is the line of least resistance or a public demand, and whether companies are making or losing money by selling it.

Mr. Knechtel gave statistics showing the increase of this type of insurance in Canada, noting nothing intentional had been done to get it—it just came about. He opined there must be a trend in that direction, and probably given impetus by the Canadian family allowance or "baby bonus"; a growing practice of paying everything on a monthly basis; and the life companies' training course methods, which may or may not encourage selling life insurance "the easy way." The factors to be considered, he suggested, were a possible loss of interest income and extra handling costs.

Mr. Adams explained the mechanics of his company's way of handling this type of insurance through bank drafts. He said the company found banks were cooperative and pointed out that where a bank did not look too warmly on the use of deductions, it could be easily shown this method of sales constitutes another service feature the bank is rendering depositors.

Mr. Link detailed monthly ordinary persistency and said a study made by his company showed that the first four months were the danger area, and that after that persistency became steadily better. He mentioned that second year persistency of monthly ordinary was found to be better than annual, semi-annual or quarterly premium.

Leading off the package selling panel, Chairman Whitbeck told the group that packages helped to increase production 25% over 1951 with his company, and in addition raised the average-size policy about \$2,000. The gain of insurance in force was nearly 200%. This year new business is up 45% over the same period in 1952, and field expenses were reduced about 30%.

"We are a small company producing most of our ordinary business in a rural or semi-rural market, with a lot of one-interview selling," Mr. Whitbeck said. "Our field operation is rather extensive and we do not have many big city agencies equipped to train their own agents in estate analysis and the like, or follow through carefully after we have trained them at the home office."

"Another thing we discovered was that few men really know, or can learn, how to use a visual sales kit effectively. Also, we have gone through the wringer trying to make everybody a

A Complete Line of Coverage

Life Insurance

Accident & Health

Hospitalization

Medical-Surgical

Excellent Opportunities for Capable Salesmen

Bankers Life & Casualty Company

John D. MacArthur, President

Chicago 30, Illinois

Should We Fire Our Actuary?

We told George to design a new Guaranteed Life Income at 65 Policy with the lowest premium in the United States. He came up with an age 35 annual premium of \$38.51 per \$1,000, on a \$5,000 minimum policy, that provides life insurance protection to 65 and then pays—per \$1,000 face value—\$10 a month income for life. Please compare this premium and let us know if you do or do not agree that we have the best actuary in the business!

—Harry V. Wade, President



STANDARD LIFE INSURANCE CO. of IND.
INDIANAPOLIS, INDIANA

GENERAL AGENCIES OPEN IN Arkansas • Arizona • California
Delaware • Florida • Georgia • Illinois • Indiana • Kentucky
Louisiana • Maryland • Michigan • Missouri • New Mexico
Pennsylvania • Tennessee • Texas • Virginia • West Virginia

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program or professional man; we discovered that relatively few men in our business can really be professional programmers and that the rest of us have all got to be salesmen.

"Consequently, we needed something more simple, something foolproof, easy to use, that gave confidence to the agent. Moreover, we sensed the trend away from programming and a growing de-emphasis on the complicated use of settlement options."

Mr. Weaver said the average salesman is never going to use all the in-

score in the first four months he is never going to sell. "Give him a plan that will get him into production now. A good package does just that."

Mr. Kenny said his company has been promoting packaging since 1934. As a programmer from way back, he said he believes programming is the ideal way to sell, *given proper circumstances*. "But we have to be realistic and few of us are lucky enough to have a market for exclusive program selling." He commented that his company has developed 15 packages during the years of which five are still now in use and that the policy is constantly to relate packaging to single needs. Any emphasis on program selling is purely incidental, he said, explaining that new agents are trained from the very beginning to use package selling, since the company wants to get an agent into production quickly. New salesmen average 2½ sales in the first 10 days, he declared.

Mr. Furedy said his company's practice is to sell a new agent on making money, to convince him that selling life insurance will work. The new agent first learns a seven-minute mechanical sales presentation. This is followed by training on how to answer objections and how to close. There is no visual material whatsoever in Mr. Furedy's package program. All material is strictly "canned." Agents also are forbidden to take an application without the money. As to results, Mr. Furedy noted 68% of all sales are closed on the first call and 20% of the agents are making more than \$10,000 a year. After two years the plan is that the agents then go on, if they desire, to obtain a C.L.U. designation.

The final day's session, presided over by Mr. Keare, consisted of three talks.

Edwin A. Phillips, vice-president and superintendent of agencies of Standard of Oregon, had as his topic "Compensating for Quality Business." In adopting a program to secure better quality business, he considered it essential for the quality concept to permeate all phases of a company's operation. Also top management must be willing to allow the quality concept to be included as one of the important elements in the recognition and acceptance of its obligations and the establishment of company and agency department objectives. Otherwise, the quality program is doomed to failure. "Building a program that will produce quality business and a favorable retention will require time, infinite patience and lots of painstaking hard work," he declared.

Important figures at L.I.A.M.A. small companies conference at Chicago: Above—Johnson D. Hill, Jr., executive vice-president of Atlas Life, and S. J. Hay, president of Great National Life. Below—H. E. Lumsden, assistant general manager of Northern Life of Canada, and Kenneth D. Hamer, vice-president and agency manager of Pan-American Life.

formation that is now being made available to life insurance salesmen today. He said to give them a few good packages and they'll sell millions while others are stumbling around learning estate planning, programming, etc. He said if the average salesman doesn't



Central Standard Life officials talk things over with Brice McEuen of L.I.A.M.A. at the association's small companies conference at Chicago. From left, H. L. Schroeder, agency director; H. G. Johnson, assistant agency director; Mr. McEuen; Alexander MacArthur, vice-president; Ralph Kennon, vice-president, and Roy C. Carlson, director of agencies, industrial division.

Lee Cannon, agency vice-president of Western Life, spoke on "Training for Quality Business." His talk is reported elsewhere in this issue.

Burkett W. Huey, assistant director of company relations L.I.A.M.A., was scheduled to speak on "What's Par for Me?" but was unable to attend the meeting. His thoughts were presented by Frederic Peirce, L.I.A.M.A. staff member.

Mr. Huey's talk defined par for a person as a realistic compromise between the job he has been doing and the job he is capable of and is willing to do; it is determined jointly by the individual, by the company president and board. He also said every phase of the job is contingent on a variety of individual and highly personal factors.

Monday evening those attending the meeting had a pleasant social round starting with a reception given by the management of Edgewater Beach hotel and following with a dinner at which some favorite performers from among the membership gave out with song, and some new talent was unearthed. Mr. Keare presided and saw to it that there was injected no solemn note. Micou Brown of Occidental of N. C. kept the proceedings at the hillbilly level and a new feature that will now become a fixture was a chorus consisting exclusively of insurance company presidents that were on hand. B. N. Woodson, of N.A.L.U., was permitted to speak briefly. Leo Cavanaugh, president of Federal Life, was crowned as the company president showing the greatest promise in the vocalizing area.

Neb. Pay Issue Settled

Loren Laughlin, former Nebraska insurance director, lost in the Nebraska supreme court his claim for the increased salary that was voted by the 1951 legislature. The stipend was boosted from \$5,000 to \$6,500. However, the court held that the new director Thomas Pansing, is entitled to the \$6,500 scale.

Western & Southern Rally

CINCINNATI—More than 400 Western & Southern field men met here for a three-day leaders' meeting. Major speakers for the annual affair were Charles M. Williams, president, who gave the welcoming talk; W. O. Burns,

vice-president; Dr. Charles M. Barrett, medical director, and H. P. Graven-gaard, vice-president and life executive editor, the National Underwriter Co.

Other features were a field panel on sales techniques and a slide film which analyzed business at various prospect income levels. Entertainment included an informal fellowship dinner.



Joseph Dickman, agency vice-president of Provident Life of Bismarck and H. O. Seale, Jr., director of agencies of Manhattan Life, at L.I.A.M.A. small companies dinner.



J. Alvin Hibbard, agency vice-president of Old American of Seattle, with K. W. Cring, agency vice-president of Pacific National of Salt Lake at L.I.A.M.A. small companies conference; S. R. Purtzer, director of agency research Bankers of Nebraska.



Micou F. Brown, agency vice-president of Occidental Life of N. C., (right) is leading the chorus of insurance company presidents during banquet at L.I.A.M.A. small companies gathering at Edgewater Beach hotel, Chicago. The president songsters included Ray H. Peterson, Pacific National Life; S. J. Hay, Great National Life; F. D. Russell, Security Mutual of N. Y.; Paul Buford, Shenandoah; G. P. Henderson, Mutual Savings; W. G. Voeks, Lutheran Mutual; Travis Wallace, Great American Reserve; R. R. Lounsbury, Bankers National, and Leo Cavanaugh, Federal.

Parley for Agents Only To Feature NALU Meet

(CONTINUED FROM PAGE 1)

Mr. Fluegelman expressed satisfaction at the fact that despite the delay in changing the law, many companies have already raised their commissions above what they had previously considered possible under the law's limitations. He attributed these changes to efforts of N.A.L.U. and others.

Discussing group insurance, Mr. Fluegelman emphasized that N.A.L.U. is not against group insurance but against evils that have sprung up in connection with it, including large amounts of coverage on highly paid corporation executives. He got a laugh by his reference to the "poor underprivileged General Motors executives." He mentioned synthetic groups, saying that they have all the evils of assessment life insurance. As examples he mentioned the New Mexico group written to cover the Assn. of Former FBI Employees and the Wisconsin set-up under which members of grocery cooperatives are given group insurance in an amount depending upon the size of their monthly grocery bills.

Mr. Fluegelman gave an encouraging report on the drive to raise \$300,000 for the projected N.A.L.U. headquarters building and said the New York state association is in the lead with contributions and has already passed its quota.

The part of Mr. Fluegelman's talk in which he reiterated the friendly attitude of N.A.L.U. and himself toward brokers qualified to write life insurance was reported in last week's issue.

The salesmanship portion of his talk is reported in the "Sales Ideas That Work" section of this issue.

As indicated by President Fluegelman in his inaugural address at last year's annual meeting, there will be some changes in the order of events at the midyear meeting, with the national council meeting coming before the committee meetings rather than after. It is expected that this will speed things up, permit more business to be transacted in the available time, and result in livelier council deliberations.

Experimentally the national council, which is scheduled to meet Tuesday, April 14, will be in session all that day and the following morning. This will give more time than has ever been available for full discussion of all committee reports and other items on the agenda. The committees will meet Wednesday afternoon and will thus have the benefit of comments made on their reports and activities by the national council.

Top item on the agenda is the decision on a site for the projected N.A.L.U. headquarters building. Other major items are group insurance, agents compensation, state and federal law and legislation, A. & H. insurance, social security and veterans benefits.

Theo. P. Beasley, president of Republic National Life, has been named chairman of the big gifts division of the Cancer Crusade for Dallas county.

Carl Mitcheltree, president of Columbus Mutual Life, returned from a vacation at Palm Beach in time to attend the small companies meeting of L.I.A.M.A. at Chicago this week.

J. Harry Veatch agency of Northwestern Mutual Life at St. Louis is moving to newly remodeled quarters at the corner of Broadway and Olive streets, where office space will double the present area.

Annual Statements Reflect Life Companies' Progress GREAT SOUTHERN LIFE

New life insurance sales of Great Southern Life in 1952 were \$72,564,142, with insurance in force increasing \$44,561,834 to a total of \$592,080,462. Payments to policyholders and beneficiaries of \$6,369,505 brought the total of such payments since organization to \$122,155,232.

Assets increased by \$11,886,300 to total \$136,196,765. Surplus to policyholders amounted to \$11,886,298, up from \$10,246,954.

NEW YORK LIFE

In 1952, for the first time in the history of New York Life, payments to beneficiaries passed the \$100 million dollar mark, Devereux C. Josephs, president, reports. Death benefit payments amounted to \$103,900,538, compared with \$96,463,004 the year before. Payments to living policyholders were \$164,014,099, as against \$156,152,481.

Sales were at near record highs. Individual life insurance sold amounted to \$940,327,600, compared with \$877,741,900. Group life sales totaled \$184,268,034, bringing the total to more than one billion dollars for the second time in the company's history. The total does not include sales of other types of group coverage and individual A. & H. sales.

Individual life insurance in force at the end of 1952 amounted to \$11,386,124,465, compared with \$10,918,501,109. Assets reached \$5,326,218,331, up from \$5,092,877,631. Premiums and annuity considerations totaled \$378,993,587, compared with \$364,112,668 in 1951. Premium income included \$1,490,794 from individual A. & H. policies and \$6,744,352 from group coverages.

New York Life earned a gross rate of return of 3.64% compared with 3.48%. Net rate of return, after deductions for federal income and other taxes and all other investment expenses and charges, was 2.94% as against 2.81%. Net investment income was \$149,501,640. Gain from operations before dividends to policyholders amounted to \$90,128,450, the net gain, after dividends being \$25,524,718, as against a net of \$29,658,251 the previous year. Provision made for dividends payable in 1953 was \$65,765,695, compared with \$59,322,062. Surplus of \$382,028,204 included \$55 million in a special asset fluctuation fund and \$327,028,204 in unassigned surplus.

SOUTHLAND LIFE

Southland Life had its biggest year ever in 1952 with sales totaling more than \$111 million.

Assets reached a new high of \$158,702,335. Voluntary contingency reserves and other surplus funds amounted to \$6,674,235, up \$1,260,347.

Insurance in force now exceeds \$775 million.

HARRY W. HUTCHINS, 85, one of Cincinnati's best known life insurance men and former general agent for National Life of Vermont, died at his home there. He was president of Cincinnati Life Underwriters Assn. in 1918 and was one of the wheelhorses in its early years. With National Life for more than 50 years, he joined the company as associate state agent when Olmstead Bros. in Cleveland were state agents. Mr. Hutchins entered the business as an agent for Provident Mutual and was an outstanding personal producer for many years. He had been going to his office regularly until about four months ago.

Late News Bulletins . . .

New Divisions for Continental Assurance

Continental Assurance has named John E. Smith, formerly assistant manager of Mutual Life at Cincinnati, as assistant superintendent of agencies in charge of a new territorial division embracing central and southern Ohio and portions of adjacent states. It has also set up a new group territory for the southwestern states. Albert Wayne, a Continental veteran, is placed in charge as regional manager, with headquarters at Dallas, covering Texas, Oklahoma, Arkansas, Louisiana and Mississippi.

Kesterson Given Midland Mutual Cleveland Post

Malcolm B. Kesterson has been appointed general agent at Cincinnati for Midland Mutual Life. Mr. Kesterson entered the business in 1939 with Western & Southern Life, serving recently as a district manager.

Dr. Brown Southwestern Life Medical Director

Dr. C. Frank Brown has been appointed medical director of Southwestern Life. Dr. Brown has been with the company since 1947 as associate medical director. Recently he has been acting medical director. He received his medical degree from University of Texas, and practiced at Dallas beginning in 1922.

Reid on L.I.A.M.A. Company Relations Staff

Charles K. Reid, 2d, assistant manager of J. D. Marsh & Associates, Washington, D. C., will join the company relations division staff of L.I.A.M.A. He entered life insurance with Union Central at Philadelphia in 1935. In 1942 he joined the Stuart Smith agency of Connecticut General there. He was active in life insurance education in the army air force, reentering insurance in 1947 with the Marsh agency.

Salsman N.Y. Life Assistant Vice-President

Victor H. Salsman has been appointed an assistant vice-president in the investment department of New York Life. He entered investment banking and brokerage business following graduation from Harvard in 1923, and from 1943 to 1951 was with Fiduciary Trust Co. of New York. He joined New York Life in 1951 as supervisor of portfolio management.

Name Button to the Board; Kilmar Assistant Secretary

Republic National Life has appointed Ray E. Button, vice-president in charge of reinsurance, to the board. The company has also appointed James J. Kilmar, manager of claims since April of last year, assistant secretary, and named Jack Gering to the agency staff.

Mr. Button entered the business with the actuarial department of the former Peoria Life. He was also reinsurance secretary of Alliance Life of Illinois before joining Republic National in 1949. He is publicity director of Institute of Home Office Underwriters.

Mr. Kilmar joined the company in 1947, the same year Mr. Gering entered the business.



Ray E. Button

Rio Grande Appointments

New appointments of Rio Grande Life of Texas include M. H. Baxter as vice-president, G. B. Paterson as vice-president and actuary and Robert G. Grimes as assistant secretary.



Leo Cavanaugh, president, and Emery Huff, assistant superintendent of agents of Federal Life, at small companies L.I.A.M.A. gathering.



Charles J. Zimmerman, managing director of L.I.A.M.A., and Don E. Lynch, director of public relations, at L.I.A.M.A. small companies conference at Edgewater Beach hotel, Chicago.



A. N. Guertin, actuary of American Life Convention, and Julian D. Anthony, president of Columbian National, at small companies L.I.A.M.A. conference.

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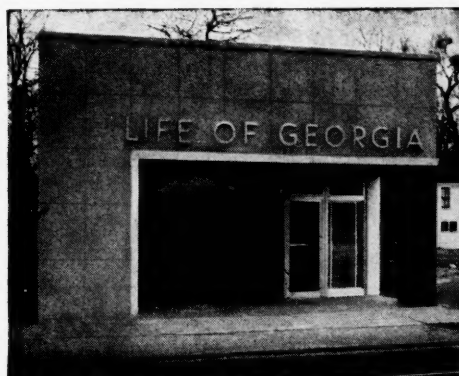
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TYPICAL facade for community Life of Georgia Building is shown (above left) at Chattanooga, Tennessee, and (right) in an Atlanta district office.



Standard style and floor plans were developed after several tests.

Operation Facelift...

Life Insurance Company of Georgia has given this name to its long-range program for improving local office facilities. Where practicable, the Company is erecting its own buildings or having them built to specifications on long-term lease. By summer, 22 such buildings will be in use. They are located away from congested downtown areas where parking is easier. As an investment safeguard in event Company outgrows them the buildings are designed for inexpensive conversion to different use. In other places over its eleven-state territory, Life of Georgia has completely remodeled a score of district offices.



At Birmingham, Ala. (above) is one of the trim structures built beyond congested area.



Cody Laird (center) Executive Vice President, goes over new blueprints with Architects Willard Lamberson and Daniel Bodin.

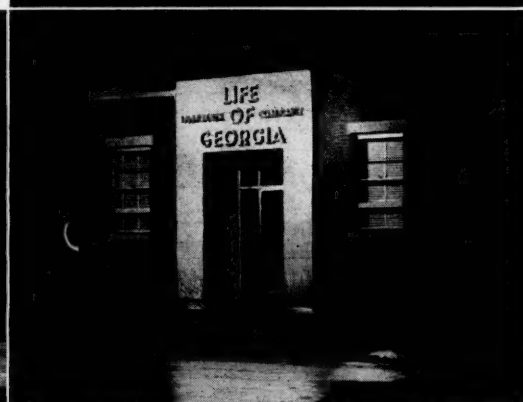


First in the program of modernization was at Macon, Ga. (above)

Being built is hurricane-proof (right) Coral Gables, Fla., office.



LOUISIANA has one of the newest structures at Baton Rouge as "Operation Facelift" is accelerated.



DRAMATIC night effect at Mobile, Ala., comes with floodlighting. Agents there point with pride.

Advertisement ••• LIFE INSURANCE COMPANY OF GEORGIA ••• Atlanta

Condensed 1952 Annual Statements

Aetna Life Affiliated Companies

Hartford, Connecticut

M. B. Brainard, President

FINANCIAL CONDITION AS OF DECEMBER 31, 1952

AETNA LIFE INSURANCE COMPANY

Assets		\$2,167,995,417.46
Liabilities		2,007,708,739.30
Contingency reserve	\$49,700,000.00	
Capital	20,000,000.00	
Surplus	<u>90,586,678.16</u>	\$ 160,286,678.16

The premium income was \$404,485,157, an increase for the year of \$44,204,273. Total insurance in force at the end of the year was \$11,743,895,766, an increase of \$1,281,348,334. Assets were \$2,167,995,417, an increase for the year of \$192,637,675.

THE AETNA CASUALTY AND SURETY COMPANY

Assets		\$ 222,712,821.47
Liabilities		159,457,372.88
Contingency reserve	\$18,500,000.00	
Capital	6,000,000.00	
Surplus	<u>38,755,448.59</u>	\$ 63,255,448.59

The premium income was \$124,673,102, an increase of \$17,957,371. Assets were \$222,712,821, an increase of \$27,241,480.

THE AUTOMOBILE INSURANCE COMPANY

Assets		\$ 94,438,300.84
Liabilities		59,687,244.11
Contingency reserve	\$ 8,100,000.00	
Capital	5,000,000.00	
Surplus	<u>21,651,056.73</u>	\$ 34,751,056.73

The premium income was \$51,835,627, an increase of \$2,904,613. Assets increased \$8,455,530 to \$94,438,301.

THE STANDARD FIRE INSURANCE COMPANY

Assets		\$ 19,907,771.24
Liabilities		12,104,465.64
Contingency reserve	\$ 1,500,000.00	
Capital	1,000,000.00	
Surplus	<u>5,303,305.60</u>	\$ 7,803,305.60

The premium income was \$8,837,571, an increase of \$911,138. Assets increased \$2,071,367 to \$19,907,771.

All companies

Total premium income, 1952, \$589,831,457. Paid to or for policyholders since organization, \$4,057,095,352.

LIFE AND CASUALTY
AETNA LIFE INSURANCE COMPANY
AETNA CASUALTY & SURETY COMPANY



FIRE AND MARINE
AUTOMOBILE INSURANCE COMPANY
STANDARD FIRE INSURANCE COMPANY

The Aetna Life Affiliated Companies write practically every form of insurance and bonding protection



A Century of Service

THE STORY of the Aetna Life Insurance Company, which becomes 100 years old on June 14, 1953, is not alone the story of one company; it is also, in a sense, the story of our country in the last century, for no business organization shares more fully in the economic life of a country or the personal life of its citizens than an insurance company.

By the very nature of their business, insurance companies return to the public a large part of the money they take in. Counting everything, from the thirty-six claims paid in 1853 to the two million paid last year, the Aetna Life Affiliated Companies have paid to or for their policyholders four billion dollars. This is more than \$111,000 paid every day from June 14, 1853 to January 1, 1953 — 36,360 calendar days.

These payments have helped hold families together, financed college educations, ensured comfortable retirement, rebuilt homes gutted by fire, provided reimbursement against financial loss due to accidents and criminal acts, guaranteed the faithful fulfillment of obligations and safeguarded credit.

The insurance business is a highly competitive one. To survive and to expand is neither a matter of luck nor governmental decree, for there is no stricter or fairer assessment of merit than the free and unfettered choice of the American public.

Through the years, an ever-increasing number of people have turned to the Aetna Life Affiliated Companies for their insurance needs. The few hundred policies in force at the end of 1853 have grown into ten million policies, bonds and certificates outstanding today. Life insurance in force in the Aetna Life amounts to a total of almost eleven

and three-quarter billion dollars.

On the average business day, the Aetna Life companies now invest about one and a half million dollars. Since organization, they have invested about five billion dollars in the future of America.

These investments have helped finance the government in peace and in war; they have built schools, churches, roads and homes; enabled transportation and utility companies to extend their services; and have financed industrial expansion.

In other ways, too, the companies have contributed to the well-being of the nation — through the payment of two hundred twenty million dollars in federal, state, county and municipal taxes; and through the payment of almost six hundred million dollars to the salaried staff, which has grown from one part-time clerk to more than 10,000 men and women throughout the country.

More than 3,240,000 employees of American business and industry enjoy the protection of life insurance issued by Aetna Life's group department. In addition, several million other group certificates afford reimbursement for medical and hospital bills caused by either sickness or accident, and provide retirement income. More business concerns are insured today under group policies issued by the Aetna Life than by any other insurance company.

The Aetna Life Affiliated Companies are grateful for the free economy which permitted growth to be earned. They rededicate themselves to the American principle of initiative and reward which has so well served the best interest of their stockholders, employees, policyholders and the public at large for almost a century.